
WISN-TV
(Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candi	date/Issue	Democ	PRATIC SENIA	-TORIAL CAN	nealed a	OMMITTEE
candio	Dates (if one folder is used per date, a separate checklist must be leted for each flight)	10/0	2/12-11/4	0/12		
					<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	10/9/12	Q	_
2.	Original contract showing requested time (when available)		Date:	8/13/12	Sc	_
3.	Updated contracts as order changes.		Date:	9/20/12	<u>Qe</u>	- 18/2/12
4.	Invoice of schedule as actually broadcas including amount of rebates given (exac date, time, class of time and amount	-		10/5/12 10/5/12 10/5/12	E CE	10/12/12
	for each rebate), if any		Date:			_
			Checklist Com	pleted:		
		Ву:		_		
		Date:				

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:				te:
U	NISW TV, MICH	101	11/12		
	DAN	NAGELBE	RG		
	st station time conce	rning the follo	owing issue:		
		DSCC	-1E		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Length	rackage			·	OI WEEKS
	1	160 6	OFF		
	AS	2651	EREC		
Total Charg	ies:				
	, , , , , , , , , , , , , , , , , , , ,				
This broadcast t	ime will be used by:		DSCC-1E		
			S THE		, , , , , , , an anglain A
	rogramming (i elating to any				
	Yes			□ No	

For programming that "communi importance," list the name of the office(s) being sought and the date	legally qualified candidate(s) th	ne programming refers to, the
For programming that "communic importance," attach Agreed Upon		political matter of national
I represent that the payment for the	he above described broadcast ti	me has been furnished by:
05	occ -1E	
and you are authorized to announ furnishing the payment, if other the		person or entity. The entity
a corporation; a commi	ittec; 🗆 an association; 🗀	or other unincorporated group.
THIS STATION DOES NOT DIS	CRIMINATE OR PERMIT D	ISCRIMINATION ON THE BASIS
OF RACE OR ETHNICITY IN TI		
I agree to indemnify and hold harmler reasonable attorney's fees, that may advertisement(s). For the above-statranscript, or tape, which will be debefore the time of the scheduled by	ensue from the broadcast of the ated broadcast(s), I also agree lelivered to the station at leas	e above-requested e to preparc a script,
TO BE SIG	NED BY ISSUE ADV	ERTISER
4/27/12	_N/\	202-338-8700
Date	gnatilhe	Contact Phone Number
TO BE SIGNE	ED BY STATION REF	PRESENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	. OX	DER	ED	

Total Charges	To	tal	Cha	raes	
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AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision	Alt Order	#
	939457	1	06262067	7
<u>Product</u>			<u></u>	
DSCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
Advertiser	Original Date	Original Date / Revision		
Democratic Senatorial	08/03/12	/ 08/13/12		
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	ast	Cash
	Station	Ассоці	nt Executive	Sales Office
	WISN	Will Hi	debrandt	HRP -Washingt
	Special Hand	lling		
	Demographic	;		
	Adults 35+			
		1		
	IDB#	Advert	iser Code	Product Code
	8091	49		53
	Agency Ref		Advertise	er Ref
	I		1	

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
N 1 WISN 10/02/		i2 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00				ı		
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02/				10-1030p		:30		MM	15	\$24,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02/				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02/				1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02				11p-11 <u>3</u> 0p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				l		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on line basis of race or ethnicity.



Week: 10/08/12

10/14/12

-TWTF--

3

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				T		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	2 2	\$750.00				Ī		
				\$750.00						
N 6 WISN 10/02. Start Date	/12 11/02/ End Date	Weekdays	ON COOPER Spots/Week	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
N 7 WISN 10/09	/12 11/02/	12 THE CHE	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00			Ů	Ψ2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				j		
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
N 8 WISN 10/02/		_ :		M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate				- 1		
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2 2	\$400.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$400.00 \$400.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10/02/	/12 11/02/			3-4p		:30		NM	10	PE 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
N 10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF -TWTF	2 2	\$600.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02/				5-530pm		.20		111.4		****
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$14,000.00
Week; 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWT F	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				[
N 12 WISN 10/02/			5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						

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\$350.00

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08/03/12 / 08/13/12



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

*Line Ch St	art Date End I	Date Descript	ion	Chart Carl Time		Spots/	_			
Start Da				Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Week: 10/15/1		-TWTF	Spots/Week 3	<u>Rate</u> \$350.00						
Week: 10/22/1	2 10/28/12	-TWTF	3	\$350.00						
Week: 10/29/1	2 11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10	0/02/12 11/02	/12 News M-F	- 6p	6-630pm		:30		NM	4.4	040.000.00
Start Da			Spots/Week	<u>Rate</u>		.00		INIV	14	\$16,800.00
Week: 10/01/1		-TWTF	2	\$1,200.00				l		
Week: 10/08/1: Week: 10/15/1:		-TWTF	3	\$1,200.00						
Week: 10/15/1		-TWTF	3	\$1,200.00						
Week: 10/29/1		-TWTF -TWTF 	3	\$1,200.00						
			3	\$1,200.00						
N 14 WISN 10 Start Da				6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12		<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u>						
Week: 10/08/12		-TWTF	3	\$1,000.00 \$1,000.00						
Week: 10/15/12		-TWTF	3	\$1,000.00				l		
Week: 10/22/12		-TWTF	3	\$1,000.00						
Week: 10/29/12	2 11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10	/02/12 11/02/	/12 Entertainn	nent Tonight	630p-7pm		-20				
Start Da	te End Date	Weekdays	Spots/Week	Rate		:30		NM	12	\$10,200.00
Week: 10/01/12		-TWTF	2	\$850.00						
Week: 10/08/12		-TWTF	2	\$850.00						
Week: 10/15/12		-TWTF	3	\$850.00						
Week: 10/22/12		-TWTF	2	\$850.00				1		
Week: 10/29/12		-TWTF	3	\$850.00						
N 16 WISN 10			ning America	7-9a		:30		NM	21	\$21,000.00
<u>Start Da</u> Week: 10/01/12		<u>Weekdays</u>	Spots/Week	<u>Rate</u>					21	\$21,000.00
Week: 10/01/12 Week: 10/08/12		-TWTF -TWTF	3	\$1,000.00						
Week: 10/15/12		-1WTF	4	\$1,000.00						
Week: 10/22/12		-TWTF	4 5	\$1,000.00						
Week: 10/29/12		-TWTF	5	\$1,000.00 \$1,000.00						
N 17 WISN 10/			***			·				
Start Dat		Weekdays	Spots/Week	9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12		-TWTF	<u> </u>	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12		-TWTF	4	\$450.00						
N 18 WISN 10/	26/12 10/26/ ⁻	12 2020		Fri 9-10p		:30				
Start Dat		<u>Weekdays</u>	Spots/Week	Rate		.50		NM	1	\$3,000.00
Week: 10/22/12		1	1	\$3,000.00						
N 19 WISN 10/	08/12 11/05/1			Prime Other		:30		NM	E	¢25 022 24
Start Dat		Weekdays	Spots/Week	<u>Rate</u>		.00		14161	5	\$25,000.00
Week: 10/08/12		1	1	\$5,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	T	1	\$5,000.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/04/12	1	1	\$5,000.00						
7700K. 11700/12	11/11/12	T	1	\$5,000.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

08/03/12 / 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067		
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533		
Advertiser		iginal Date / Revision		

Democratic Senatorial Ca

				-						
						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				7,50		, anount
N 20 WISN 10/22	2/12 10/29/	12 Castle		Mon 9-10p		:30		NM	2	\$8,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate		.00		TAIN!	2	\$6,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
N 21 WISN 10/06		12 Late News		10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	40,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	- 1-	1	\$600.00						
Week: 10/06/12 Week: 10/15/12	10/14/12 10/21/12	- - 1-	1	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-1- 1 -	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00				- 1		
		-	I	\$600.00						
N 22 WISN 10/13 Start Date			otball Game #2	230p-6p		:30		NM	1	\$6,500.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$6,500.00				ı		
N 23 WISN 10/06			· · · · · · · · · · · · · · · · · · ·							
Start Date	3/12 11/03/ End Date	12 News Sa 6 _l Weekdays	p-630p Spots/Week	6-630pm		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1-	<u>3pots/vveek</u> 1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	- -1-	1	\$500.00				- 1		
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1 -	1	\$500.00						
Week: 10/29/12	11/04/12	-1 -	1	\$500.00						
N 24 WISN 10/13	/12 11/03/	12 Sa 458-6a		456-6AM		:30		NIN A		
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		MM	4	\$800.00
Week: 10/08/12	10/14/12	1-	1	\$200.00						
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
N 25 WISN 10/06	/12 11/03/1	2 News Sa 6	o-630p	6-630pm		:30		NM	5	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Ŭ	95,500.00
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1 -	1	\$700.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	<u>-</u> 1-	1	\$700.00						
Week: 10/29/12	10/28/12 11/04/ 1 2	1- 1-	1	\$700.00						
			1	\$700.00						
N 26 WISN 10/06/				6-7a		:30		NM	5	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate						
Week: 10/08/12	10/14/12	1-	1	\$600.00 \$600.00						
Week: 10/15/12	10/21/12	1 -	1	\$600.00						
Week: 10/22/12	10/28/12	1 -	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
N 27 WISN 10/20/										
Start Date	End Date	Weekdays	Spots/Week	630p-7p Rate		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	 -1-	1	\$500.00				1		
Week: 10/22/12	10/28/12		Ö	\$0.00				1		
Week: 10/29/12	11/04/12	1 -	1	\$500.00						
N 28 WISN 10/13/	12 10/27/1	2 Sat 630-7p		630-7p		:30		NIM	•	60.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	2	\$2,000.00
								1		

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08/03/12 / 08/13/12



	Contract / Revision 939457 /	<u>Alt Order #</u> 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	153 3
Advertiser	Oı	riginal Date / Revision

Democratic Senatorial Ca

						Spots/	****			
*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12 10/28/12	1-	0 1	\$0.00						
·	Y		•	\$1,000.00						
N 29 WISN 10/06 Start Date	i/12 10/20/ End Date	12 ABC Prime Weekdays	College Footbal	•		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12		Ö	\$0.00						
Week: 10/15/12	10/21/12	 2-	2	\$1,000.00						
N 30 WISN 10/13	/12 11/03/	12 News Sat	7-9a	7-9am		:30		NM		#4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MINI	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1 -	1	\$450.00						
Week: 10/22/12	10/28/12	-1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
N 31 WISN 10/07		12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	***
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$1,600.00						
Week: 10/22/12	11/04/12	<u>-</u> 1	1	\$1,600.00						
N 32 WISN 10/14			011400404	\$1,600.00						
Start Date	/12 11/04/ End Date	12 Late News Weekdays	SU 1030PM Spots/Week	1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	<u>Spois/vveek</u> 1	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
N 33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	Ψ000.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00				1		
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	11	\$200.00						
N 34 WISN 10/07/			•	530-6p		:30		NM	5	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/08/12	10/07/12	 1	1	\$500.00 \$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	- 1	1	\$500.00						
N 35 WISN 10/07/				6-7a		•20		NIN4	_	00.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				i		
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 36 WISN 10/21/	12 10/21/1	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
										,_ 55.66

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, initial advertiser, agency and service, initial and remain obligated to pay to stallon the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stallon. Stallon will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				Ī		
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
N 37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1	1	\$400.00						
Week: 10/00/12 Week: 10/15/12	10/14/12	1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 38 WISN 10/14	/12 11/04/	12 This Week	With George Ste			:30		NM	2	60 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IVIVI	2	\$2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09	/12 10/23/ ⁻	12 DanceResi		Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-1	1	\$5,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-1	0	\$0.00						
N 40 WISN 10/02			I	\$5,000.00						
N 40 WISN 10/02. Start Date	/12 10/09/ [,] End Date	12 HappyEnd Weekdays	Spots/Week	Tue 8-9p		:30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	<u>3pots/vveek</u> 1	<u>Rate</u> \$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02	/12 10/30/	12 PrivatePra	ctice	Tue 9-10p		:30		NM	3	\$6,600.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	3	\$0,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week; 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/				Tue 8-9p		:30		NM	3	\$9,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays -1	Spots/Week 1	Rate						
Week: 10/13/12	10/21/12	-1	1	\$3,000.00 \$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
N 43 WISN 10/27/		12 College Fo	othall Game #2	230p-6p		.20		NIN 4		07.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$7,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03/	12 11/03/	12 ABC Prime	College Footbal	7-1030p		:30		NM	2	\$2,600.00
Start Date	End Date	Weekdays	Spots/Week	Rate		,,,,		1,111	-	Ψ2,000.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28/			4	9-930A		:30		NM	2	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	2	2	\$225.00						
N 46 WISN 10/22/				2-3pm/1-2p		:30		NM	1	\$350.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00						
N 47 WISN 11/06/	12 [1/06/]	ı∠ Generai Ho	spitai	2-3pm/1-2p		:30		NM	1	\$350.00

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	Contract / Revision	Alt Order#				
	939457 /	06262067				
Contract Dates	<u>Product</u>	Estimate #				
10/02/12 - 11/06/12	DSCC-IE	1533				

Advertiser Original Date / Revision

Democratic Senatorial Ca 08/03/12 / 08/13/12

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate TypeSpots Amount Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1 1 \$350.00 N 48 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00
Week: 11/05/12 11/11/12 -1 1 \$350.00 N 48 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 Start Date Week: 10/15/12 End Date 10/21/12 Weekdays Spots/Week Rate 10/21/12 Rate 11/21/12 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00
Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00
Week: 10/22/12 10/28/12 1 1 \$1,600.00
· · · · · · · · · · · · · · · · · · ·
Week: 10/29/12
N 49 WISN 10/15/12 11/05/12 The View 10-11am :30 NM 4 \$2,000.0
<u>Start Date </u>
Week: 10/22/12 10/28/12 1 1 \$500.00
Week: 10/29/12 11/04/12 1 1 \$500.00
Week: 11/05/12 11/11/12 1 1 \$500,00
N 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.0
Start Date End Date Weekdays Spots/Week Rate
Week: 11/05/12 11/11/12 -1 1 \$500.00
N 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM 4 \$900.0
Start Date End Date Weekdays Spots/Week Rate
Week: 10/15/12 10/21/12 1 1 \$225.00
Week: 10/22/12
Week: 10/29/12
Week: 11/05/12 11/11/12 1 1 \$225.00
N 52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM 2 \$1,000.0
<u>Start Date </u>
Week: 11/05/12 11/11/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00
N 53 WISN 11/06/12 11/06/12 3-4p 3-4p :30 NM 1 \$500.0
Start Date
Week: 11/05/12 11/11/12 -1 1 \$500.00
N 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.0
Start Date End Date Weekdays Spots/Week Rate
Week: 10/29/12
N 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.0
<u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 10/15/12 10/21/12 1 1 \$1,000.00
Week: 10/22/12 10/28/12 1 1 \$1,000.00
Week; 10/29/12 11/04/12 1 1 \$1,000.00
Week: 11/05/12 11/11/12 1 1 \$1,000.00
N 56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.0
Start Date End Date Weekdays Spots/Week Rate
Week: 10/15/12 10/21/12 1 1 \$350.00
Week: 10/22/12
Week: 10/29/12
Week: 11/05/12
N 57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.0
<u>Start Date </u>

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		riginal Date / Revision 08/03/12 / 08/13/12

Totals

350

\$321,650.00

*Line Ch Start	Date End D	Date Descript	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>				, , , , , , , , , , , , , , , , , , ,		
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1 1	1	\$1,200.00				1		
			1	\$1,200.00						
N 58 WISN 10/15				6-7A		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1 -	1	\$1,000.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 59 WISN 11/06	/12 11/06/	12 News M-F	. 6a	6-7A		-00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	- 1	1	\$1,000.00						
N 60 WISN 10/22	/12 11/05/	12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	60 550 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		INIVI	3	\$2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
N 61 WISN 10/08	/12 11/05/	12 Good Mor	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ŭ	\$0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$1,000.00						
	11/11/12	1	1	\$1,000.00						
N 62 WISN 11/06/			ning America	7-9a		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	Rate						
				\$1,000.00						
N 63 WISN 10/15/ Start Date	'12 11/05/ ⁻ <u>End Date</u>	12 LIVE WITI Weekdays	∃KELLY! Spots/Week	9-10am		:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	1	<u>opuls/vveek</u> 1	<u>Rate</u> \$450.00				1		
Week: 10/22/12	10/28/12	1	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
				7						

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

Signature: Date:	
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(* Line Transactions: N = New, E = Edited, D = Deleted)

(LITE TRANSACTIONS, IN - INEW, E - EQUIEU, D - Detected)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency,

TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

PREEMPTIONS 4,

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES 5.

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of proadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request. Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency's and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b)	The Station shall exercise n	ormal precautions in handling o	f property and mail, but assumes no liabi	lity for loss or damage to program or commercia
materials and other property it	imished by the Agency in connec	ction with broadcasts hereunder.	The Station will not accept or process r	nail, correspondence, or telephone calls in
connection with broadcasts ex	cept after its prior approval.			Temperature of the phone only in

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service, all references herein to Agency shall be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

R



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 06262067 939457 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Advertiser Ref Agency Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTE--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--\$1,600.00 4 WISN 10/02/12 11/02/12 The View NM 10-11am .30 14 \$7,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 \$500.00 2 -TWTF--Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 4 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 **End Date** Weekdays Spots/Week Start Date Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--\$750.00 10/14/12 Week: 10/08/12 -TWTF--\$750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst Television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or elhnicity.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

*Line Ch Start	Data End D	ate Descriptio	n	Start/End Time	Dave	Spots/ Length Week	Rate	Tuno C	nata	A === =
Start Date	End Date				Days	Lengin week	Nate	TypeS	pois	Amount
Week: 10/15/12	10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWT F	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate						00,100.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWT F	4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$400.00 \$400.00						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$400.00 \$400.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$400.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02				3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1,1141	10	φ5,000.00
Week: 10/01/12	10/07/12	-TWT F	2	\$500.00						
Week: 10/08/12	10/14/12	-TWT F	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWT F	2	\$500.00						
10 WISN 10/02				4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 2	\$600.00 \$600.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02				5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		''''	17	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				İ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02		12 News M-F		5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWT F	2	\$350.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00				1		
13 WISN 10/02	/12 11/02/	12 News M-F	6р	6-630pm		:30		MM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , ,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/		6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02		12 Entertainn	nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWT F	2	\$850.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02		12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				ı		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WIT	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		- -		1	-	,
Week: 10/08/12	10/14/12	1	1	\$5,00 <u>0.00</u>						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
								-		

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Contract / Revision Alt Order# 939457 06262067 1

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date	Rate	100		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$5,000.00	NM	
See MG 19.6		,		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M:30 \$5,000.00	NM	
® MG for 19.3 10/22		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1 4/4/	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
N 20 WISN 10/22/12 10/29/12 Castle			·	
	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Rate			
a . a . a . a . a	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited				
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	\$3,000.00
Week: 10/01/12 10/07/121 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
		·		
22 WISN 10/13/12 10/13/12 College Football Game #2	230р-6р	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121- 1	\$6,500.00		i	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date	Rate			Ψ L ,500.00
Week: 10/01/12 10/07/121 1	\$500.00			
Week: 10/08/12	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
	·····			
	456-6AM	:30	NM 4	\$800,00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate			
·	\$200.00			
- - ·	\$200.00			
Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate			ΨΨ,500.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			

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Contract / Revision Alt Order# 939457 06262067 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE **153**3

Original Date / Revision Advertiser 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						····
Week: 10/22/12	10/28/12	1-	1	\$600.00				ŀ		
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/		•		630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/13/12	10/21/12		ů O	\$500.00 \$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/		12 Sat 630-7p		630-7p		:30		NM	2	92.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14(4)	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/	12 10/20/1	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00				- 1		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$450.00						
Week: 10/15/12	10/14/12	1-	1	\$450.00 \$450.00						
Week: 10/12/12	10/28/12	1-	1	\$450.00				- 1		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/		2 Late News	10nm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		Mini	J	\$6,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week; 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/				1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	<u>-</u> 1	1	\$950.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$950.00 \$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/			•	458-6AM		:30		NM	4	6000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14191	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/		2 News Sun 5	•	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00						
WOOK. IUIZZIIZ	10/20/12	T	I	\$500.00				I		

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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 Contract / Revision
 Alt Order #

 939457 / 1
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/18/12 / 09/18/12

*Line Ch Start D	ata End D	nta Dagarintia	_	Ctadler d Thurs	5	Spo				
	End Date	Weekdays		Start/End Time	Days	Length Wee	ek Rate	TypeS	pots	Amount
Week: 10/29/12	11/04/12	1	Spots/Week 1	<u>Rate</u> \$500.00						
35 WISN 10/07/1	2 11/04/1	2 Sun GMA		6-7a	*****	:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					ŭ	Ψ 2 ,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	<u></u> 1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00 \$400.00						
36 WISN 10/21/1				Sun 7-8p		:30		NIK 4	4	
	End Date	Weekdays	Spots/Week	Rate		.50		NM	1	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07/1			-9a	7-9am		:30		NM	5	\$2,000.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate						1-,000,00
	10/07/12	- 1	1	\$400.00						
	10/14/12 10/21/12	 1	1	\$400.00						
	10/28/12	1	1	\$400.00						
	11/04/12	1	1	\$400.00 \$400.00						
38 WISN 10/14/1	·	2 This Week V	Vith George Ste		"	:30		NM	2	£2.000.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		EAIAI	2	\$2,000.00
	10/14/12	1	1	\$1,000.00				ľ		
	10/21/12		0	\$0.00						
	10/28/12		0	\$0.00						
	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/1:		-		Tue 7-8p		:30		NM	2	\$10,000.00
	End Date 10/14/12	Weekdays	Spots/Week	Rate						
	10/14/12	-1	1 0	\$5,000.00 \$0.00						
	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/1		2 HappyEnd	*	Tue 8-9p		:30		NINA	•	05.000
	End Date	Weekdays	Spots/Week	Rate		.30		NM	2	\$5,000.00
	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/12	2 10/30/12	2 PrivatePracti	ice	Tue 9-10p		:30		NM	2	\$4,400.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				, 1171	_	Ψ-1,-00.00
	10/07/12	-1	1	\$2,200.00						
	10/14/12		0	\$0.00						
Week: 10/15/12 Spot Ch Date	10/21/12	-1	1	\$2,200.00			_			
		Description 2 PrivatePrace	tion	Start/End Time Tue 9-10p	Weekday		Rate	<u>Type</u>		
Credited	U/12-10/21/)	2 / IIValer raci	uce	1 de 9-10β	- Tu	 :30	\$ 2,200.00	NM		
	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/12	2 10/30/12	: HappyEnd		Tue 8-9p		:30		NM	2	\$6,000,00
Start Date I	<u>E⊓d Date</u>	Weekdays	Spots/Week	Rate		.50		MINI	2	\$6,000.00
	10/21/12	-1	1	\$3,000.00						
	Range	Description		Start/End Time	Weekday		Rate	<u>Type</u>		
1 WISN 10/18	5/12-10/21/1	2 HappyEnd		Tue 8-9p	-Tu	:30	\$3,000.00	NM		
Credited								1		

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 -1----1 \$3,000.00 Week: 10/29/12 11/04/12 -1----\$3,000.00 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM 1 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 -**--**-1-1 \$7,000.00 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM 2 \$2,600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$1,300.00 -2-2 45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM \$450.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/22/12 10/28/12 **---**--2 2 \$225.00 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/22/12 10/28/12 1----\$350.00 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 -1----1 \$350.00 48 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 \$1,600.00 1 Week: 10/22/12 10/28/12 1 \$1,600.00 Week: 10/29/12 11/04/12 1 \$1,600.00 Week: 11/05/12 11/11/12 1 \$1,600.00 49 WISN 10/15/12 11/05/12 The View 10-11am :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 Week: 10/29/12 11/04/12 1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$500.00 1 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 End Date Start Date Spots/Week Weekdays Rate Week: 10/15/12 10/21/12 1----1 \$225.00 Week: 10/22/12 10/28/12 1----1 \$225.00 Week: 10/29/12 11/04/12 1-----1 \$225.00 1----Week: 11/05/12 11/11/12 1 \$225.00 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$500.00 1 Week: 11/05/12 11/11/12 1----\$500.00 1 WISN 11/06/12 11/06/12 3-4p 3-4p :30 NM \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$500.00 1 WISN 10/29/12 11/05/12 4P-5P DR. OZ :30 NM 2 \$1,200.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$600.00

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

#line Ob Okert Deta Find Deta Decembring	Ot- +/F 1 Ti	Spots/	Tura Or ata	A
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/W	Start/End Time eek Rate	Days Length Week Rate	Type Spots	Amount
Week: 11/05/12 11/11/12 1 1	\$600.00			
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NM 4	\$4,000.00
Start Date End Date Weekdays Spots/W Week: 10/15/12 10/21/12 1 1				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00 \$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
56 WISN 10/15/12 11/05/12 News M-F 5a	5-6A	:30	NM 4	\$1,400.00
Start Date End Date Weekdays Spots/W				,
Week: 10/15/12 10/21/12 1 1	\$350.00			
Week: 10/22/12 10/28/12 1 1	\$350.00			
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$350.00 \$350.00			
		-20	NIM 5	MO 000 00
57 WISN 10/08/12 11/05/12 News M-F 6p Start Date End Date Weekdays Spots/W	6-630pm eek Rate	:30	NM 5	\$6,000.00
Week: 10/08/12 10/14/12 1 1	\$1,200.00			
Week: 10/15/12 10/21/12 1 1	\$1,200.00			
Week: 10/22/12 10/28/12 1 1	\$1,200.00			
Week: 10/29/12 11/04/12 1 1	\$1,200.00			
Week: 11/05/12 11/11/12 1 1	\$1,200.00			
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM 4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week; 10/15/12 10/21/12 1 1	<u>eek</u> <u>Rate</u> \$1,000.00			
Week: 10/13/12 10/28/12 1 1	\$1,000.00		İ	
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/W				,
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM 3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week: 10/22/12 10/28/12 1 1				
Week: 10/29/12 11/04/12 1 1	\$850.00 \$850.00			
Week: 11/05/12 11/11/12 1 1	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America		:30	NM 5	\$5,000.00
Start Date End Date Weekdays Spots/W		.00	·••••	Ψ5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00			
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00	.00		M 4 6
62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/W		:30	NM 1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/W		.55	1441	Ψ1,000,00
Week: 10/15/12 10/21/12 1 1	\$450.00			
Week: 10/22/12 10/28/12 1 1	\$450.00		l	

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	939457 /	<u>on</u> 1	06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533
Advertiser Democratic Senatoria	l Ca	1	ginal Date / Revision 09/18/12 / 09/18/12

Spots/

*Line	Ch Start l	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
1411-	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
	: 10/29/12	11/04/12	1	1	\$450.00					
Week	: 11/05/12	11/11/12	1	1	\$450.00					
			·							
							Total	S	347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	
_		

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>		Alt Order #	
	939457	/ 2		06262067	
<u>Product</u>					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Ori	iginal Date /	Revision
Democratic Senatorial Ca	mpaign Com	mittee	1	0/01/12	/ 10/01/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	orandt	HRP -Washingto
	Special Hand	ling			
	Demographic			,-,,	
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

					Spots/				
*Line Ch Start Date End Da	ate Description		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
1 WISN 10/02/12 11/02/1	General Hospita	al	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date End Date		ots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12 10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12 10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12 10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12 11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02/12 11/02/1			10-1030p		:30		NM	15	\$24,000.00
Start Date End Date		oots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12 10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12 10/21/12	-TWTF	4	\$1,600.00				1		
Week: 10/22/12 10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12 11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/12 11/02/1	2 The View		10-11am		:30		NM	14	\$7,000.00
Start Date End Date		pots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12 10/14/12	-TWTF	2	\$500.00				ŀ		
Week: 10/15/12 10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12 10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12 11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/12 11/02/1	2 Late News 1030	PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date End Date		pots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12 10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12 10/21/12	-TWTF	1	\$950.00				ŀ		
Week: 10/22/12 10/28/12	-TWTF	1	\$950.00				l		
Week: 10/29/12 11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/12 11/02/1	2 Nightline		11p-1130p		:30		MM	8	\$6,000.00
Start Date End Date		pots/Week	Rate				ı		
Week: 10/01/12 10/07/12	-TWTF	1	\$750.00				ı		
Week: 10/08/12 10/14/12	-TWTF	1	\$750.00				l		

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
		ate Description		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate				-		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2 2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00 \$750.00						
6 WISN 10/02			ON COOPER			-00		418.4		
Start Date	End Date	Weekdays	Spots/Week	M-F 11A-12P Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHE	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	Q2, 700.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	· - · · · · · · · · · · · · · · · · · ·			M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$400.00 \$400.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/10/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30		NM	10	PE 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVE	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2 2	\$600,00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/				5-530pm		:30		NB.4		0// 000 00
Start Date	_	Weekdays	Spots/Week	Rate		.50		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$350.00						
VVEEK. 10/00/12	10/14/12	-TWTF	3	\$350.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 06262067 939457 / 2 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$1,200.00						
	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3 3	\$1,200.00				l		
				\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate						
		-TWT.F	2	\$850.00						
Week: 10/08/12	10/14/12 10/21/12	-TWTF	2	\$850.00						
Week: 10/15/12		-TWTF	3	\$850.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	2 3	\$850.00 \$850.00						
 										
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00. \$1,000.00				1		
Week: 10/22/12	10/21/12	- TWTF	4							
Week: 10/29/12	11/04/12	-TWTF	5 5	\$1,000.00 \$1,000.00				ı		
			······································							
17 WISN 10/02				9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$450.00				l		
Week: 10/15/12	10/14/12	-TWTF	2	\$450.00				1		
Week: 10/22/12	10/21/12	-TWTF	3	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	3 4	\$450.00 \$450.00						
			4							
18 WISN 10/26			01-4841-	Fri 9-10p		:30		MM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancino		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IVIVI	J	Ψ20,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
								ı		

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Alt Order # Contract / Revision 939457 06262067 / 2 Product Estimate #

Contract Dates DSCC-IE **15**33 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Manufacture Langelle Data	Tuna	
Spot Ch Date Range Description 3 W/SN 10/22/12-10/28/12 Dancing	Start/End Time Prime Other	<u>Weekdays Length Rate</u> M: :30 \$5,000.00	<u>Type</u> <i>NM</i>	
See <i>MG</i> 19.6	Time outer	.00 00,000.00	1 4/10/	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00			
Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M:30 \$4,000.00	NM	
Credited				
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		F2 500 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14144	\$2,500.00
Week: 10/01/12 10/07/121 1	\$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00		Ì	
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			
Week: 10/01/12	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		ŀ	
	++50.00		ı	

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	Contract / Revision	Alt Order #
	939457 / 2	06262067
ontract Dates	Product	Estimate #
0/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	,					
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12		. 1	\$600.00						_
27 WISN 10/20/		2 SA 630-7p	0 484	630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/13/12 Week: 10/22/12	10/28/12		Ö	\$0.00				l		
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	12 10/27/1	2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					_	1-10-0-10-0
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/	12 10/20/1	2 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	0	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	2-	2	\$0.00 \$1,000.00				į		
						.20		NINA		#4 000 00
30 WISN 10/13/ Start Date	12 11/03/1 End Date	2 News Sat 7 Weekdays	-ยล Spots/Week	7-9am Rate		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/	12 11/04/1	2 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00				l		
Week: 10/15/12	10/21/12	1	1	\$1,600.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	I	\$1,600.00						
32 WISN 10/14/			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00				1		
Week: 10/13/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	. 1	\$200.00						
34 WISN 10/07/				530-6p		:30		NM	5	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/07/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/12/12	10/28/12	1	1	\$500.00						
· · -								ı		

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		Alt Order # 06262067
<u>Contract Dates</u> 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spot	s/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Wee	k Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						• "
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$400.00 \$400.00						
36 WISN 10/21/		-	1			:30		NM	4	£2 500 00
Start Date	End Date	Weekdays	Spots/Week	Sun 7-8p Rate		.30		IAIAI	1	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun 7	'-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14			With George Ste	· _		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdaγs</u> 1	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12		0	\$1,000.00 \$0.00						
Week: 10/13/12	10/21/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09		12 DanceResu	lte	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02	/12 10/09/	12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						·
Week: 10/01/12	10/07/12	-1	1	\$2,500.00				l		
	ite Range	Description	!	Start/End Time	<u>Weekda</u>		<u>Rate</u>	<u>Туре</u>		
1 WISN 10		/12 HappyEnd		Tue 8-9p	-Tu	:30	\$2 ,500.00	NM		
See MG 4		// DIAFTO D	مالي	T 0. 0		.20	00 500 00			
3 WISN 10		/12 DWTS Res	suits	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02	/12 10/30/	12 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00	144		- .	[
	ate Range	Description		Start/End Time	<u>Weekda</u>		Rate	<u>Туре</u>		
2 WISN 10 Credited	110/12-10/21	/12 PrivatePra	suce	Tue 9-10p	-Tu	:30	\$ 2,200.00	NM		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
				+-; 				l		

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Contract / Revision Alt Order# 939457 / 2 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Sp	ots	Amount
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,
Week: 10/15/12 10/21/12 -1 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/15/12-10/21/12 HappyEnd Credited	Tue 8-9p	-Tu :30 \$3,000.00	NM		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14041	ı	Φ7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footba	7-1030p	:30	NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate			_	4
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	<u>Rate</u> \$225.00				
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM		005005
Start Date End Date Weekdays Spots/Week	Rate	.30	IAIAI	1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week	Rate			•	40,100.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,600.00 \$1,600.00				
	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	NM	4	\$2,000.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$500.00				
Week: 10/22/12 10/28/12 1 1	\$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00		1		
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate				
Week: 10/13/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$225.00 \$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NIM	2	£1.000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	2	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	MM	1	\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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otherwise, on contracts, insertion orders, copy instructions or any correspondence when such common with the above remission conditions. Took includes a feet and conditions are contracted with the above remission of the conditions. Took includes a feet and the conditions are conditions and the conditions of the conditions. Took includes a feet and the conditions of the conditions of the conditions of the conditions of the conditions of the conditions of the conditions.

Print Date 10/01/12

Page 8 of 11



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/01/12 / 10/01/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate		1.00			-	Ψ1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00				l		
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	i	\$1,000.00						
56 WISN 10/15		12 News M-F	50	5-6A		:30		NIN4		04 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00				1		
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08			6р	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$1,200.00						
Week: 10/13/12	10/21/12	1	1	\$1,200.00 \$1,200.00				ŀ		
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		''''	7	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22/									_	
Start Date	End Date	Weekdays	ent Tonight Spots/Week	630p-7pm Rate		:30		NM	3	\$2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08	/12 11/05/	12 Good Morr	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$1,000.00 \$1,000.00				l		
Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00				I		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06/			ino America	7-9a		:30		NIN A	4	£4 000 0±
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates	Product	Estimate#
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

*Line Ch Start Date End Date Description		Start/End Time	Days	Length Week	Rate	Type	Spots	Amount		
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
63 WISN 10/15	/12 11/05/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00				l		
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	Week: 11/05/12 11/11/12 1	1	\$450.00							
						Total	S		347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount			
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50			
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00			
Totals	347	\$312,450.00	\$265,582.50			

Signature:	Date:	
•		

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Revision			Alt Order #			
	939457	/ 3		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
<u>Advertiser</u>			Ori	ginal Date	/ Revision		
Democratic Senatorial Ca	ampaign Com	mittee	1	0/03/12	/ 10/03/12		
	Billing Cycle Billing Calendar		endar	Cash/Trade			
	EOM/EOC	Broadcast			Cash		
	Station Account Executive		xecutive	Sales Office			
	WISN	Will Hi	ldeb	randt	HRP -Washingt		
	Special Hand	ling					
	Demographic						
	Adults 35+						
	IDB#	Advod	005	Code	Dec du et C		
		Advert	<u> </u>	Code	Product Code		
	8091	49		·	53		
	Agency Ref			<u>Advertiser</u>	Ref		

Print Date 10/03/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 Late News 10PM 11/02/12 10-1030p :30 NM 15 \$24,000.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--\$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500,00 Week; 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p .30 NM 5 \$4,750.00 <u>Start Date</u> End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week; 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000,00 Weekdays Spots/Week Start Date **End Date** Rate Week: 10/01/12 10/07/12 -TWTF--1 \$750.00 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

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Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						***************************************
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$225.00				1		
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$225.00						
Week: 10/13/12	10/21/12	-TWTF -TWTF	3	\$225.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3 4	\$225.00 \$225.00						
7 WISN 10/09/ Start Date	/12 11/02/ End Date			12P-1P		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$300.00				•		
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/	/12 11/02/	12 KATIE CC	URIC	M-F 2-3P		:30		NM	10	£4.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/		12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$500.00						
Week: 10/13/12	10/21/12	-TWTF	2 2	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00 \$500.00						
10 WISN 10/02/										
Start Date	End Date	12 DR. OZ <u>Weekdays</u>	Spots/Week	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	12 11/02/1	2 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ11,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$1,000.00						
	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$350.00				- 1		
Week: 10/08/12	10/1/12	-TWTF	3	\$350.00 \$350.00				1		
714415 10/00/12	TOT I TITLE	1 11 4 1	3	4000.00				•		

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Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

				Spots/						
	ine Ch Start Date End Date Description			Start/End Time	Days Length Week Rate Typ			TypeS	ypeSpots Amount	
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	Rate]		
Week: 10/13/12	10/21/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/12 11/02/12 News M-F 6p										
Start Date	End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00	
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		''''	10	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				ļ		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	12 Entertainn	630p-7pm		:30		NM	12	\$10,200.00		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$850.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	2 3	\$850.00 \$850.00						
			-							
16 WISN 10/02/12 11/02/12 Good Morning America				7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!				9-10am		:30		NIA A	4.4	#C 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	12 2020	Fri 9-10p		:30		NM	1	\$3,000.00		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	Ψο,σου.σο
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08	12 Dancing	Prime Other		:30	***************************************	NM	5	\$25,000.00		
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					-	,
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Weekdays Start Date End Date Spots/Week Rate Spot Ch Date Range Description Start/End Time Weekdays 1 Length Rate Type 3 WISN 10/22/12-10/28/12 M----Dancing Prime Other :30 \$5,000.00 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p M-------:30 \$5,000.00 NM MG for 19.3 10/22 Week: 10/29/12 11/04/12 1-----1 \$5,000.00 Week: 11/05/12 11/11/12 1-----1 \$5,000.00 20 WISN 10/22/12 10/29/12 Mon 9-10p :30 NM \$4,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/22/12 10/28/12 \$4,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000.00 NM Credited Week: 10/29/12 11/04/12 1----\$4,000.00 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 End Date Weekdays Start Date Spots/Week Rate Week: 10/01/12 10/07/12 ----1-\$600.00 1 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 **--**---1-1 \$600.00 Week: 10/22/12 10/28/12 **---**--1-1 \$600.00 Week: 10/29/12 11/04/12 ----1**-**1 \$600.00 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM \$6,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 \$6,500.00 23 WISN 10/06/12 News Sa 6p-630p 11/03/12 6-630pm :30 NM 5 \$2,500.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$500.00 Week: 10/08/12 10/14/12 ----1-1 \$500.00 Week: 10/15/12 10/21/12 ----1-1 \$500.00 Week: 10/22/12 10/28/12 ----1-1 \$500.00 Week: 10/29/12 11/04/12 ----1-1 \$500.00 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM \$800.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/08/12 --1-10/14/12 \$200.00 1 Week: 10/15/12 10/21/12 1 \$200.00 Week: 10/22/12 10/28/12 1 \$200.00 Week: 10/29/12 11/04/12 ----1-1 \$200.00 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --1**-**1 \$700.00 Week: 10/08/12 10/14/12 -1-\$700.00 Week: 10/15/12 10/21/12 --1-1 \$700.00 Week: 10/22/12 10/28/12 --1-1 \$700.00 Week: 10/29/12 11/04/12 ----1-1 \$700.00 26 WISN 10/06/12 11/03/12 Sat GMA .30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 _-1_ 1 \$600.00 Week: 10/08/12 10/14/12 --1-1 \$600.00 Week: 10/15/12 10/21/12

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$600.00

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the lime specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity,

10/03/12

NM

NM

\$800,00

\$2,500.00

/ 10/03/12



Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

33 WISN 10/14/12

34 WISN 10/07/12

Start Date

Start Date

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

11/04/12

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Weekdays

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<u>Weekdays</u>

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Su 458-6a

News Sun 530pm

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Spots/

:30

:30

						Spots/				
*Line Ch Start	Date End [Date Description	on	Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				T.	1	-
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00				1		
27 WISN 10/20)/12 11/03/	12 SA 630-7p	1	630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,	-	Ψ1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12		1	\$500.00						
28 WISN 10/13		12 Sat 630-7p)	630-7p		:30	·	NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	Ψ2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,,,,	Ū	Ψ0,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00				1		
30 WISN 10/13	/12 11/03/	12 News Sat	7-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					7	Ψ1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/ ⁻	12 Late News	10pm	10p-1030p	·	:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/01/12	10/07/12	1	1	\$1,600.00				ı		
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	/12 11/04/	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,,,	7	\$5,000.00

Democratic Senatorial Ca

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$950.00

\$950.00

\$950.00

\$950.00

Rate

\$200.00

\$200.00

\$200.00

\$200.00

\$500.00

\$500.00

\$500.00

\$500.00

Rate

458-6AM

1

1

1

Spots/Week

1

1

Spots/Week

1

1

1

1

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon the amount of any bills rendered by station within the time specified and until payment in full is received by stallon. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start D	ate End Da	ite Description]	Start/End Time	Days	Spo Length Wee		TypeS	pots	Amount
	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$500.00						
35 WISN 10/07/1: Start Date	***************************************		Spots/Week	6-7a <u>Rate</u> \$400.00	· · · · · · · · · · · · · · · · · · ·	:30		NM	5	\$2,000.00
Week: 10/15/12 Week: 10/22/12	10/14/12 10/21/12 10/28/12 11/04/12	1 1 1	1 1 1	\$400.00 \$400.00 \$400.00 \$400.00						
36 WISN 10/21/12 Start Date			Spots/Week 1	Sun 7-8p Rate \$2,500.00		:30		NM	1	\$2,500.00
Week: 10/01/12	2 11/04/12 End Date 10/07/12 10/14/12	News Sun 7- Weekdays1	-9a Spots/Week 1 1	7-9am <u>Rate</u> \$400.00 \$400.00		:30		MM	5	\$2,000.00
Week: 10/22/12 Week: 10/29/12	10/21/12 10/28/12 11/04/12	1 1 1	1 1 1	\$400.00 \$400.00 \$400.00	·····		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
Week: 10/08/12 Week: 10/15/12 Week: 10/22/12		Yeekdays 1 1	Vith George Ste Spots/Week 1 0 0	p930-1030am <u>Rate</u> \$1,000.00 \$0.00 \$0.00 \$1,000.00		:30		NM	2	\$2,000.00
39 WISN 10/09/12 <u>Start Date</u> <u>1</u> Week: 10/08/12 Week: 10/15/12	2 10/23/12 End Date 10/14/12 10/21/12		Spots/Week 1 0	Tue 7-8p Rate \$5,000.00 \$0.00 \$5,000.00		:30		NM	2	\$10,000.00
40 WISN 10/02/12 Start Date E	2 10/09/12 End Date	HappyEnd Weekdays -1	Spots/Week	Tue 8-9p Rate \$2,500.00		:30	<u> </u>	NM	2	\$5,000.00
1 WISN 10/01 See MG 40.3	}			Start/End Time Tue 8-9p	Weekday -Tu		<u>Rate</u> \$ 2,5 00.00	<u>Type</u> NM		
3 WISN 10/01 © See MG 40.4 4 WISN 10/01	! /1 <mark>2-10/</mark> 07/1:		ılts	<i>Tue 8-9p</i> Tue 7-8p	-Tu	.00	\$ 2,500.00 \$2,500.00	NM NM		
	0/14/12	-1	1	\$2,500.00				l		
Week: 10/01/12 1 Week: 10/08/12 1	End Date 0/07/12 0/14/12	PrivatePracti Weekdays -1 	ce Spots/Week 1 0	Tue 9-10p Rate \$2,200.00 \$0.00 \$2,200.00		:30		MM	2	\$4,400.00
<u>Spot Ch Date</u> 2 WISN 10/15 Credited	<u>Range</u>	<u>Description</u> 2 <i>PrivatePract</i>	ice 0	<u>Start/End Time</u> <i>Tue</i> 9-10p \$0.00	Weekday: -Tu		<u>Rate</u> \$ 2,200.00	<u>Type</u> <i>NM</i>		

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Alt Order# Contract / Revision 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/03/12 / 10/03/12

*Line Ch Start Date End Date		Start/End Time	Spots/ Days Length Week Rate	Type Spots	s Amount
	eekdays Spots/Week	<u>Rate</u> \$2,200.00			
Start Date End Date We	HappyEnd eekdays Spots/Week 1 Description	Tue 8-9p Rate \$3,000.00 Start/End Time	:30 Weekdays Length Rate		2 \$6,000.00
1 W/SN 10/15/12-10/21/12 Credited Week: 10/22/12 10/28/12 -1		Tue 8-9p \$3,000.00 \$3,000.00	-Tu :30 \$3,000.00	<u>Type</u> NM	
<u>Start Date</u> <u>End Date</u> <u>Week: 10/22/12 10/28/12</u>	College Football Game #2 eekdays Spots/Week1- 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM	1 \$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Week: 10/29/12 11/04/12</u>	ABC Prime College Footbal eekdays Spots/Week2- 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM	2 \$2,600.00
Start Date End Date We	Sun 9-930A eekdays Spots/Week 2 2	9-930A <u>Rate</u> \$225.00	:30	NM	2 \$450.00
<u>Start Date</u> <u>End Date</u> <u>We</u> Week: 10/22/12 10/28/12 1-	General Hospital <u>eekdays Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1 \$350.00
Start Date End Date We	General Hospital eekdays <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1 \$350.00
	Late News 10PM eekdays Spots/Week 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00	:30	NM .	4 \$6,400.00
Week: 11/05/12 11/11/12 1-	1 1	\$1,600.00 \$1,600.00			
Start Date End Date We Week: 10/15/12 10/21/12 1- Week: 10/22/12 10/28/12 1- Week: 10/29/12 11/04/12 1-	The View <u>eekdays</u> <u>Spots/Week</u> 1 1 1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00	:30	NM .	4 \$2,000.00
Start Date End Date We	The View eekdays <u>Spots/Week</u> 1	10-11am <u>Rate</u> \$500.00	:30	NM	1 \$500.00
Start Date End Date We Week: 10/15/12 10/21/12 1- Week: 10/22/12 10/28/12 1- Week: 10/29/12 11/04/12 1-	ANDERSON COOPER <u>sekdays</u> <u>Spots/Week</u> 1 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM	4 \$900.00
Start Date End Date We	3-4p <u>eekdays</u> <u>Spots/Week</u> 1	3-4p <u>Rate</u> \$500.00	:30	NM	2 \$1,000.00

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Contract / Revision Alt Order # 939457 06262067 / 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00					·	\$500.00
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P	***************************************	:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15			•		1	-00				
Start Date	End Date	Weekdays	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15				5-6A		:30	.,	NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	12 11/05/1	2 News M-F	6n	6-630pm		:30		NM	5	¢6 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIV	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1 '	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,200.00						
-			1	\$1,200.00						
58 WISN 10/15/ Start Date	′12 11/05/1 End Date	2 News M-F Weekdays		6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				- 1		
59 WISN 11/06/	12 11/06/1	2 News M-F	6a	6-7A	*******	:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1	•	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/			ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	Rate						
Week: 10/29/12	11/04/12	1	1	\$850.00 \$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/	12 11/05/1	2 Good Morr	ning America	7-9a		:30		NM	5	¢5,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	Э	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00				1		

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

Totals

357

\$321,300.00

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Wee	<u> Rate</u>				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Wee			i		•
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week					
Week: 10/15/12	\$450.00				
Week: 10/22/12	\$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
	\$450.00				
N 64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>k Rate</u> \$1,000.00				
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Weel	630-7p, 6-630p	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,500.00				
N 66 WISN 10/04/12 10/04/12 LastResort					
Start Date End Date Weekdays Spots/Weel	Thu 7-8p ≤ Rate	:30	NM	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
N 67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	4	2050.00
Start Date End Date Weekdays Spots/Weel		.30	IVIVI	1	\$350.00
Week: 10/01/12 10/07/12TF 1	\$350.00				
N 68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Weel		.50	IAIAI		\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
N 69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Weel		,55		•	Ψ200.00
Week: 10/01/12 10/07/12S 1	\$200.00				
N 70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Weel	<u>Rate</u>				4000.00
Week: 10/01/12 10/07/12TF 2	\$400.00				
N 71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Weel					. ,======
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
N 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	5 :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week					
Week: 10/01/12 10/07/12S- 1	\$250.00				
		T-1-1-		257	0004.000.00

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 256 \$231,600.00 \$196,860.00 10/29/12 - 11/06/12 101 \$89,700.00 \$76,245.00 Totals 357 \$321,300.00 \$273,105.00

Signature:		Date:	
	 	_	

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancettation notice is required unless otherwise

Print Date 10/03/12



	Contract / Revi 939457 /	sion 3	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 15 33	
Advertiser Democratic Senatorial	Са	1	iginal Date / Revision 10/03/12 / 10/03/12	

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision	1	Alt Order #	
	939457	/ 4	lo	06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser	t		Orio	inal Date	/ Revision
Democratic Senatorial (Campaign Com	mittee	1	0/04/12	/ 10/04/12
	Billing Cycle	Billing	Cale	ndar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt Ex	ecutive	Sales Office
	WISN	Will Hi	ldebr	andt	HRP -Washing
	Special Hand	ling			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser (Code .	Product Code
	8091	49			53
	Agency Ref		į	Advertiser	Ref

						Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02			ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00				- 1		
2 WISN 10/02		12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					. •	Q2-1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						4.1500.05
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/		12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	¥ 117 00.00
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/		12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				. 1141	J	ΨO,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								E .		

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Week: 10/08/12

10/14/12

-TWTF--

3

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start	Data End C	lata Dagarinti		Chart/End Time	D	Spots/	1			,
	Y	ate Description		Start/End Time	Days	Length Week	Rate	TypeS	spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$750.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		, , , ,	17	Ψ5,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	-			12P-1P		:30		MM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/05/12	10/14/12	-TWTF	2 2	\$300.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$300.00 \$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				l		
8 WISN 10/02/				M-F 2-3P		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		MM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00				:		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/		12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						77,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$500.00 \$500.00						
10 WISN 10/02/ Start Date	/12 11/02/ ⁻ End Date		Spata Attack	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$600.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				.,,,,,	17	\$17,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u>				l		
Meek, 10/01/12	10/07/12	-1W1F	4	\$350.00				l l		

\$350.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Week: 10/29/12

Week: 10/22/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

11/04/12

End Date

10/28/12

End Date

10/14/12

10/21/12

10/28/12

11/05/12

18 WISN 10/26/12 10/26/12

Start Date

19 WISN 10/08/12

Start Date

-TWTF--

2020

Weekdays

<u>Weekdays</u>

1----

1----

Dancing

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/04/12 / 10/04/12

						Spots/				
*Line Ch Start	Date End D	ate Descript	ion	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					*****	
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02		12 News M-F	6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					• •	0.01000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/	12 News M-F	6а	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					, ,	410,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/	12 Entertainn	nent Tonight	630p-7pm	***************************************	:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,		Ψ10 ₁ 200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 1 1/02/	12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						42.1000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00				i		
17 WISN 10/02	/12 11/02/	2 LIVE WIT	H KELLY!	9-10am		:30		NM	14	\$6,300,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					٠.	+-1-00.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
18/a als. 40/00/40	44104140		a contract of the contract of							

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$450.00

\$3,000.00

Prime Other

\$5,000.00

\$5,000.00

\$5,000.00

<u>Rate</u>

Rate

:30

:30

NM

NM

1

5

\$3,000.00

\$25,000.00

Fri 9-10p

Spots/Week

Spots/Week

1

1

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon the amount of any bills rendered by stalion within the time specified and until payment in full is received by stalion. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Original Date / Revision 10/04/12 / 10/04/12



Start Date

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

Weekdays

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Spots/Week

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	lOr	iginal Date / Revision

	Dell	nocratic Seriatorial Ca	10,04,12 / 10,	07/12
		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Start/End Time	Weekdays Length Rate	Туре	**
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M :30 \$5.000.00	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: 30 \$5,000.00	NM	
⊕ MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.0
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u>			
Spot Ch Date Range Description	\$4,000.00 <u>Start/End Time</u>	Weekdays Length Rate	T	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	<u>Weekdays Length Rate</u> M :30 \$4.000.00	<u>Type</u> <i>NM</i>	
Credited	mon s-rop	.30 φ1,000.00	14141	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.0
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			7-,000.0
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$600.00			
	\$600.00			
N 22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$6,500.0
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 W/SN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$6,500.00	NM	
See MG 22.2	• •	100 \$0,000.00		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
⊕ MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00 \$600.00		1	
Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00			
	····			
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00		1	
Week: 10/15/12 10/21/121- 1	\$200.00		1	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Snots/Week		.00	1,3141	ψυ ₁ συυ.υι

Democratic Senatorial Ca

Rate

\$700.00

\$700.00

\$700.00

\$700.00

\$700.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

				Donn		criatoriai Ce			, , , ,	¥ 11 / E
						Spots/				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
26 WISN 10/06				6-7a		:30		NM	5	\$3,000.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	1- 1-	1	\$600.00						
Week: 10/15/12	10/14/12	1-	1	\$600.00 \$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p	-	630p-7p		:30		NM	2	#4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIV	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13		12 Sat 630-7p		630-7p	•	:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$1,000.00						
Week: 10/13/12	10/21/12 10/28/12	1-	0 1	\$0.00						
***************************************	***************************************			\$1,000.00						
29 WISN 10/06 Start Date	/12 10/20/ End Date	Weekdays	College Footbal Spots/Week			:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	<u> </u>	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	 2-	2	\$1,000.00						
30 WISN 10/13/	/12 11/03/	12 News Sat 7	-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					-	Ψ1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1-	1	\$450.00						
timin				\$450.00						
31 WISN 10/07/ Start Date	/12 11/04/ ⁻ <u>End Date</u>	12 Late News Weekdays	•	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	Spots/Week 1	<u>Rate</u> \$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	/12 11/04/	12 Late News	SU 1030PM	1030p-11p	•	:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ0,000.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00				- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$950.00						
	11/04/12	1	1	\$950.00						
33 WISN 10/14/ Start Date			Cnoto Miles I	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	-1	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	530pm	530-6p		:30		NM	5	\$2,500.00
	••		1			.00		LAIAL	J	\$2,500.00

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	Contract / Revision	Alt Order #
	939457 / 4	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	IDSCC-IE	1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/04/12 / 10/04/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			
Week: 10/01/12	\$500.00 \$500.00			
Week: 10/15/12 10/14/121 1	\$500.00 \$500.00			
Week: 10/22/12 10/28/121 1	\$500.00			
Week: 10/29/12 11/04/121 1	\$500.00			
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM 5	\$2,000.00
Start Date	<u>Rate</u>			42,000.00
Week: 10/01/12 10/07/121 1	\$400.00			
Week: 10/08/12 10/14/121 1	\$400.00			
Week: 10/15/12 10/21/121 1	\$400.00		İ	
Week: 10/22/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM 1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	<u>Rate</u> \$2,500.00			
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	•30	- Line	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00			
Week: 10/08/12 10/14/121 1	\$400.00		Ì	
Week: 10/15/12 10/21/121 1	\$400.00			
Week: 10/22/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
38 WISN 10/14/12 11/04/12 This Week With George S	tep930-1030am	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate			·
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/12 0	\$1,000.00			
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121 1	\$0.00 \$1,000.00			
		.00		
39 WISN 10/09/12 10/23/12 DanceResults Start Date End Date Weekdays Spots/Week	Tue 7-8p Rate	:30	NM 2	\$10,000.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00		į	
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 -1 1	\$5,000.00			
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM 2	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	71111	\$3,000.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.00	NM	
See MG 40.3				
3 WISN 10/01/12-10/07/12 DWTS Results → See MG 40.4	Tue 8-9p	-Tu :30 \$2,500.00	NM	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-0n	-TI	ND.	
(B) MG for 40.3 10/02	Tue 7-8p	-Tu :30 \$2,500.00	NM	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date	Rate	.50	2	Ψ + ,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser	Original Date / Revision		

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tym a Coasta	
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	Type Spots	Amount
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
See MG 41.4		100 \$2,200.00	(1111)	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
⊕ MG for 41.1 10/02				
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00			
Week: 10/15/12	\$2,200.00			
2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time Tue 9-10p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$2 200.00	<u>Type</u>	
Credited	rue a-rop	-Tu :30 \$2,200.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
Start Date	<u>.</u> <u>Rate</u>	.00	74171	φο,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00		l	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd Credited	Tue 8-9p	-Tu :30 \$3,000.00	NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00		1	
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2		:30	NM 1	#7.000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00		ļ	
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM 2	\$2,600.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 2- 2	Rate			,=,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
······································	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A	:30	NM 2	\$450.00
Week: 10/22/12 10/28/122 2	<u>Rate</u> \$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NIN #	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ000.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		· · · · · · · · · · · · · · · · · · ·	Ψ2,000.00
Week: 10/15/12 10/21/12 1 1	\$500.00		j	
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00 \$500.00		1	
50 WISN 11/06/12 11/06/12 The View		20		
33 MON THOUSE THOUSE THE VIEW	10-11am	:30	NM 1	\$500.00

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	***************************************	·		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15			ON COOPER	M-F 11A-12P		:30		NM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	End Date	<u>Weekdays</u> 1 	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00 \$225.00				į		
Week: 11/05/12	11/11/12	1	1	\$225.00				ŀ		
52 WISN 10/29	/12 11/05/	12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1- 	1	\$500.00 \$500.00						
53 WISN 11/06			1	3-4p						
Start Date	End Date	Weekdays	Spots/Week	Տ-4p Rate		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1 -	1	\$500.00						
54 WISN 10/29		12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						·
Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15	**			5-530pm		:30		212.4		*****
Start Date	End Date	Weekdays	Spots/Week	8-030pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				ŀ		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				l l		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08		12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						,,,,,,,,,
Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$1,200.00						
Week: 10/12/12	10/28/12	1	1	\$1,200.00 \$1,200.00						
Week; 10/29/12	11/04/12	1	i	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15		12 ` News M-F		6-7A	••••	:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						41,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1 1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
59 WISN 11/06/		2 News M-F	-	6-7A	***************************************	:30		NM	1	£1 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		FAIAT	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22				630p-7pm		:30		NM	3	\$2,550.00
Start Date	<u> ⊨nd Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

Start Date End Date End Date Secription Start/End Time Days Length Week Rate Type Spots Amount			Spots/		
Week: 10028/12 1008/12 11	•		Days Length Week Rate	Type Spots	Amount
Week: 10/26/12 11/04/12 1					
Start Date	· · · · · · · · · · · · · · · · · · ·				
Start Date End Date Weekdays SpotsWeek St.000.00	Week: 11/05/12 11/11/12 1 1	\$850.00			
Slart Date End Date Weekdays SpotsWeek St.,000.00 St.,000.		7-9a	:30	NM 5	\$5,000,00
Week: 101/51/2 1021/12 1					, ,
Week: 10/22/12 10/28/12 1		·			
Week: 10/26/12		·			
Meek: 11/05/12		·			
Sart Date End Date Weekdays SpotsWeek Sart Date Sart D		•			
Start Date End Date Weekdays SpotsWeek St. 100.000 Start Date End Date Weekdays SpotsWeek St. St			•20	NIS 4	
Section Sect			.30	INIVI 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Spots/					
Start Date End Date Weekdays Spots/Week Rate S450.00	63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1 800 00
Week: 10/22/12 10/28/12 1 1 \$450.00	Start Date End Date Weekdays Spots/Week		.00	· · · · · · · · · · · · · · · · · · ·	Ψ1,000.00
Week: 10/29/12 11/04/12 1 1 \$450.00		\$450.00			
Meek: 11/05/12					
PostBadger Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Start Date End Date Start Date Start Date End Date Start Date Start Date Start Date Start Date Start Date Start Date Start Date Start Date Start Date Start Date End Date Start Date	·			ĺ	
Start Date End Date 10/07/12 10/07/1		\$450.00			
Meek: 10/01/12 10/07/12	V =	•	:30	NM 1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p 30 NM 1 \$1,500.00					
Start Date Hole H	65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost		:30	NINA 1	£1 500.00
Meek: 10/01/12 10/07/12 10/			.50	IAIAI	\$1,500.00
Start Date Hold Pate Hol	Week: 10/01/12 10/07/12S- 1				
Start Date End Date 10/07/12 10/05/12 New Shr 5 a Spots/Week S3,000.00 Start Date End Date 10/07/12 10/07/12 Sa 458-6a S250.00 Start Date End Date 10/07/12 Sa 458-6a S250.00 Start Date End Date 10/07/12 Su 458-6a Start Date End Date Weekdays Spots/Week S250.00 Start Date End Date Weekdays Spots/Week S250.00 Start Date End Date Weekdays Spots/Week S250.00 Start Date End Date Sa 458-6a Sa 45	66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM 1	\$3,000,00
67 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 Spots/Week Rate Sasonoo Start Date End Date Meekdays Spots/Week Rate Sasonoo Start Date End Date Meekdays Spots/Week Rate Sasonoo Start Date End Date Sasonoo News M-F 5a Sasonoo Start Date End Date Meekdays Spots/Week Rate Sasonoo Start Date End Date Sasonoo News M-F 5a Sasonoo					40,000.00
Start Date End Date Weekdays 10/01/12 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00		\$3,000.00			
Week: 10/01/12 10/07/12 TF- 1 \$350.00 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00 Week: 10/01/12 End Date 10/07/12 Weekdays 250.00 Spots/Week 8250.00 Rate 8250.00 NM 1 \$200.00 69 WISN 10/07/12 10/07/12 Su 458-6a 458-6a 8250.00 458-6AM :30 NM 1 \$200.00 8 Week: 10/01/12 10/07/12 Weekdays 500.00 Spots/Week 820.00 Rate 820.00 NM 2 \$800.00 70 WISN 10/04/12 10/05/12 10/05/12 Nightline 11p-1130p 200.00 :30 NM 1 \$1,500.00 71 WISN 10/04/12 10/05/12 Nightline Start Date Weekdays 10/07/12			:30	NM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a					
Start Date Head Date Weekdays Spots/Week Rate Spots/We					
Week: 10/01/12 10/07/12 S- 1 \$250.00 69 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM 1 \$200.00 Start Date Week: 10/01/12 End Date Date Date Weekdays Spots/Week Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Week: 10/01/12 Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Week: 10/01/12 11p-1130p :30 NM 1 \$1,500.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM 1 \$1,500.00 Yeek: 10/01/12 Weekdays Spots/Week Spots/Week Spots/Week Spots/Week Rate Rate NM 1 \$250.00 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Spots/Week Rate INSIDE HUD 1035 :30 NM 1 \$250.00			:30	NM 1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM 1 \$200.00 Start Date End Date Weekdays Spots/Week Rate \$200.00				l	
Start Date End Date Weekdays Spots/Week Rate \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 \$.00		
Week: 10/01/12 10/07/12 10/07/12 10/07/12S 1 \$200.00 70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date Weekdays Spots/Week 10/01/12 10/07/12TF 2 \$400.00 M-F 2-3P 30 NM 2 \$800.00 71 WISN 10/04/12 10/07/12 10/07/12 10/05/12 Nightline Start Date Weekdays Weekdays Week 10/01/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Rate Rate NINSIDE HUD 1035 10/05/12 10/06/12 INSIDE THE HUDDLE NINSIDE HUD 1035 10/05/12 INSIDE THE HUDDLE Rate NM 1 \$250.00		_	:30	NIM 1	\$200.00
Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date End Date Spots/Week Rate Start Date End Date Start Date End Date Spots/Week Rate Start Date End Date Spots/Week Rate Start Date End Date Start Date End Date Spots/Week Rate Spots/Week Rate Start Date Start Dat					
Start Date Week: 10/01/12 End Date 10/07/12 Weekdays 2	70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM 2	200000
Week: 10/01/12 10/07/12 TF 2 \$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM 1 \$1,500.00 Start Date Week: 10/01/12 10/07/12 10/07/12 Weekdays Spots/Week S1,500.00 Rate S1,500.00 ** <td>Start Date End Date Weekdays Spots/Week</td> <td></td> <td>.00</td> <td>14141 2</td> <td>\$600.00</td>	Start Date End Date Weekdays Spots/Week		.00	14141 2	\$600.00
Start Date End Date Weekdays Spots/Week Rate \$1,500.00					
Start Date End Date Weekdays Spots/Week Rate	· · · · · · · · · · · · · · · · · · ·	11p-1130p	:30	NM 1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035 :30 NM 1 \$250.00				1	- 1,500.00
Start Date End Date Weekdays Spots/Week Rate		\$1,500.00			
Start Date End Date Weekdays Spots/Week Rate			:30	NM 1	\$250.00
\$250.00 \$12 10/01/12S- \$250.00				l	
	***CGR. 10/01/12 10/01/125-	\$250.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Totals

357

\$321,300.00

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount	
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00	
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00	
Totals	357	\$321,300.00	\$273,105.00	

Signature: Date:	
------------------	--

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	ision		Alt Order #			
	939457	/ 5		06262067			
<u>Product</u>							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
<u>Advertiser</u>			<u>Ori</u>	ginal Date /	Revision		
Democratic Senatorial Ca	ampaign Com	mittee	1	0/05/12	/ 10/05/12		
	Billing Cycle	Billing	Cale	<u>endar</u>	<u>Cash/Trade</u>		
	EOM/EOC	Broade	cast		Cash		
	<u>Station</u>	Accou	nt E	<u>xecutive</u>	Sales Office		
	WISN	Will Hi	ldeb	randt	HRP -Washingt		
	Special Hand	ing					
	Demographic						
	Adults 35+						
	IDB#	Advert	tiser	Code	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		
	l .			1			

Spots/

						Spoisi				
*Line Ch Start Da	ate End Da	ite Description	า	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02/1:	2 11/02/12	2 General Hos	spital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02/1:	2 11/02/1	2 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/1	2 11/02/1	2 The View		10-11am		:30		NM	14	\$7,000.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/1	2 11/02/1	2 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/1	2 11/02/1	2 Nightline		11p-1130p		:30		NM	8	\$6,000.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				l		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 06262067 939457 / 5

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

				Spots/				
*Line Ch Start Date End Date Descript	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date End Date Weekdays	Spots/Week	Rate						
Week: 10/15/12 10/21/12 -TWTF	2 2	\$750.00 \$750.00						
Week: 10/22/12	2	\$750.00 \$750.00						
		*		-30		NIM	14	\$3,150.00
	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12 -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/01/12	2	\$225.00						
Week: 10/15/12 10/21/12 -TWTF	3	\$225.00						
Week: 10/12/12 10/28/12 -TWTF	3	\$225.00						
Week: 10/29/12 11/04/12 -TWTF	4	\$225.00						
7 WISN 10/09/12 11/02/12 THE CHE	·W	12P-1P		:30		NM	8	\$2,400.00
Start Date End Date Weekdays	Spots/Week	Rate				1		
Week: 10/08/12 10/14/12 -TWTF	2	\$300.00						
Week: 10/15/12 10/21/12 -TWTF	2	\$300.00						
Week: 10/22/12 10/28/12 -TWTF	2	\$300.00				1		
Week: 10/29/12 11/04/12 -TWTF	2	\$300.00						
8 WISN 10/02/12 11/02/12 KATIE C	DURIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	Spots/Week	Rate				ļ		
Week: 10/01/12 10/07/12 -TWTF	2	\$400.00						
Week: 10/08/12 10/14/12 -TWTF	2	\$400.00				1		
Week: 10/15/12 10/21/12 -TWTF	2	\$400.00 \$400.00						
Week: 10/22/12 10/28/12 -TWTF Week: 10/29/12 11/04/12 -TWTF	2 2	\$400.00						
				:30		NM	10	\$5,000.00
9 WISN 10/02/12 11/02/12 3-4p Start Date End Date Weekdays	Spots/Week	3-4p Rate		.50		'''''	10	40,000.00
Week: 10/01/12 End Date Weekdays Veek: 10/01/12 10/07/12 -TWTF	2	\$500.00						
Week: 10/08/12 10/14/12 -TWTF	2	\$500.00						
Week: 10/15/12 10/21/12 -TWTF	2	\$500.00						
Week: 10/22/12 10/28/12 -TWTF	2	\$500.00						
Week: 10/29/12 11/04/12 -TWTF	2	\$500.00						
10 WISN 10/02/12 11/02/12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12 -TWTF	2	\$600.00						
Week: 10/08/12 10/14/12 -TWTF	2	\$600.00						
Week: 10/15/12 10/21/12 -TWTF	2	\$600.00						
Week: 10/22/12 10/28/12 -TWTF	2	\$600.00						
Week: 10/29/12 11/04/12 -TWTF	2	\$600.00		~^		NINA	4.4	£14.000.00
11 WISN 10/02/12 11/02/12 News M		5-530pm		:30		NM	14	\$14,000.00
Start Date End Date Weekdays	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/01/12	3	\$1,000.00						
Week: 10/15/12 10/21/12 -TWTF	3	\$1,000.00						
Week: 10/13/12 10/28/12 -TWTF	3	\$1,000.00						
Week: 10/29/12 11/04/12 -TWTF	3	\$1,000.00						
12 WISN 10/02/12 11/02/12 News M		5-6A		:30		NM	15	\$5,250.00
Start Date End Date Weekdays	Spots/Week	Rate		.55				. ,
Week: 10/01/12 10/07/12 -TWTF	2	\$350.00						
Week: 10/08/12 10/14/12 -TWTF	3	\$350.00						

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Contract / Revision Alt Order# 939457 / 5 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

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						Spots/				
*Line Ch Start D	ate End Da	ite Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/1	2 11/02/1	2 News M-F 6	Sp	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	- TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02/1				6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF 	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/1	12 11/02/1	Entertainme	•	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00	184	1	Data	Tyron		
	e Range	Description	_	Start/End Time	Weekda		Rate	<u>Type</u> NM		
1 WISN 10/		'12 Entertainm	ent Tonight	630p-7pm	-TuWTh	ıF :30	\$850.00	IVIVI		
See MG 23			•	POEO 00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						****
16 WISN 10/02/			ing America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						#C 500 00
17 WISN 10/02/				9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2 3	\$450.00 \$450.00						
Week: 10/15/12	10/21/12	-TWTF		\$450.00						
Week: 10/22/12	10/28/12	-TWTF -TWTF	3 4	\$450.00						
Week: 10/29/12	11/04/12					.00		NM	1	63 000 0 0
18 WISN 10/26/				Fri 9-10p		:30		INIVI	'	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$3,000.00						PDE 000 00
19 WISN 10/08/				Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1 4	\$5,000.00 \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						

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Alt Order# Contract / Revision 06262067 g3g457 / 5

Estimate # Product Contract Dates 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

#1 in a Ch. Ota-t Data End Data Daggription	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Rate	ou) o conguir		
Week: 10/22/12 10/28/12 1 1	\$5,000.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M: :30 \$5,000.00	NM	
See MG 19.6	Mon 7 On	M: :30 \$5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	φ3,000.00		
⊕ MG for 19.3 10/22 Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/22/12 10/28/12 1 1	\$4,000.00	14/ July Bath Bato	Type	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays Length Rate</u> M :30 \$4,000.00	<u>Τγρе</u> <i>NM</i>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M- .30 \$4,000.00	7 7 7 7 7	
Credited Week: 10/29/12	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00 \$600.00			
Week: 10/15/12	\$600.00			
Week: 10/22/12	\$600.00			
	230p-6p	:30	NM 1	\$6,500.00
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	Rate			•
Week: 10/08/12 10/14/121- 1	\$6,500.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/08/12-10/14/12 College Football Game #2	230p-6p	- Sa :30 \$ 6,500.00	NM	
See MG 22.2	220n 6n	sa :30 \$6,500.00	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	, , , , , , , , , , , , , , , , ,	· · · · · · · · · · · · · · · · · · ·	
MG for 22.1 10/13	6-630pm	:30	NM 5	\$3,350.00
23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	Rate	.00		•
Week: 10/01/12 10/07/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	Type	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630 <i>pm</i>	 Sa - - :30 \$500.00	NM	
See MG 23.6	1020m 11m	MTuWThF :30 \$1,350.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MIQWINF50 \$1,000.50		
⊕ MG for 15.1,23.1 Week: 10/08/12 10/14/121 1	\$500.00		İ	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate		į	
Week: 10/08/12 10/14/121- 1	\$200.00		1	
Week: 10/15/12 10/21/121- 1	\$200.00 \$200.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$200.00		ļ	
7700K. 10720712 1110 1112		:30	NM 5	\$3,500.00
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	.50	1	45,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067

Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeSp	ots	Amount
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1 -	1	\$700.00						
Week: 10/29/12	11/04/12	1 -	1	\$700.00						
26 WISN 10/06/	/12 11/03/1	12 Sat GMA		6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1- 1-	1	\$600.00 \$600.00						
Week: 10/29/12	11/04/12		<u> </u>			.00		h 13 d	0	64 000 00
27 WISN 10/20/			Canta Minale	630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/13/12 Week: 10/22/12	10/28/12		Ö	\$0.00						
Week: 10/29/12	11/04/12	-1-	1	\$500.00						
28 WISN 10/13/		12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdavs	Spots/Week	Rate					_	1-1-00.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	11	\$1,000.00						
29 WISN 10/06/	/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		MM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$450.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1-	1	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07		12 Late News	10nm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			v	Ψ0,000.00
Week: 10/01/12	10/07/12	 1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00				- 1		
Week: 10/22/12	10/28/12	 1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$950.00				Į		
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	-1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						00
33 WISN 10/14			04-0411	458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		

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Contract / Revision Alt Order # 939457 06262067

Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

Start Date							Spots				
Week: 10/15/12 10/14/121 1 \$200.00 Week: 10/15/12 10/24/121 1 \$200.00 Week: 10/29/12 11/04/12	*Line Ch Start I	Date End Da	ate Descriptio		Start/End Time	Days	Length Week	k Rate	Type S	pots	Amount
Week: 10/15/12 10/24/121 1 \$200.00											
Week: 10/22/12 10/28/121 1 \$200.00			_	1							
Meek: 10/29/12			 1	ì							
34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p 30 NM 5 \$2,500.0			1	1	•						
Start Date End Date Weekdays Spots/Week Spots/Week 10/05/112 10/14/12 10/14/12 1 1 \$500.00			12 News Sun	530pm	530-6p		:30		NM	5	\$2,500.00
Week: 10/03/1/2 10/03/1/2 1 1 \$500.00 Week: 10/15/1/2 10/14/1/2 1 1 \$500.00 Week: 10/15/1/2 10/21/1/2 1 1 \$500.00 Week: 10/15/1/2 10/21/1/2 1 1 \$500.00 Week: 10/22/1/2 11/04/1/2 1 1 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/07/1/2 10/07/1/2 1 1 \$400.00 Week: 10/08/1/2 10/14/1/2 1 1 \$400.00 Week: 10/15/1/2 10/21/1/2 1 1 \$400.00 36 WISN 10/21/1/2 10/21/1/2 0nce Sun 7-8p :30 NM 1 \$2,500.00 37 WISN 10/07/1/2 11/04/1/2 News Sun 7-9a 7-9am :30 NM 5 \$2,000.00 37 WISN 10/07/1/2 11/04/1/2 News Sun 7-9a 7-9am :30 NM 5 \$2,000.00 37 Week: 10/15/1/2 10/14/1/2 News Sun 7-9a 7-9am :30 NM 5 \$2,000.00 Week: 10/07/1/2 11/04/1/2 1 1 \$400.00 Week: 10/07/1/2 10/14/1/2 10/14/1/2 1 1 \$400.00 Week: 10/07/1/2 10/14/1/2 10/14/1/2 1 1 \$400.00 Week: 10/15/1/2 10/14/1/2 11/04/1/2 1 1 1 \$400.00 Week: 10/15/1/2 10/14/1/2 11/04/1/2 1 1 1 1 1				•	•						
Week: 107/5/12 10721/12 1 1 \$500.00				1	\$500.00						
Week: 10/22/12 10/28/12 1 1 \$500.00	Week: 10/08/12	10/14/12	 1	1	\$500.00						
Week: 10/29/12 11/04/12 1 1 \$500.00	Week: 10/15/12	10/21/12	 1	1	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA 6-7a 30 NM 5 \$2,000.0			1	1							
Start Date End Date Weekdays Spots/Week Rate S400.00	Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 10/001/12 10/07/12 1 1 \$400.00 Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/29/12 10/28/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.0 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.0 37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am :30 NM 5 \$2,000.0 Start Date End Date Weekdays Spots/Week Rate NM 5 \$2,000.0 Week: 10/08/12 10/14/12 1 1 \$400.00 NM 5 \$2,000.0 Week: 10/29/12 10/28/12 1 1 \$400.00 NM 5 \$2,000.0 Week: 10/29/12 11/04/12 1 1 \$400.00 NM 2 <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>:30</td><td></td><td>MM</td><td>5</td><td>\$2,000.00</td></td<>							:30		MM	5	\$2,000.00
Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.0 37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am :30 NM 5 \$2,000.0 Start Date Week: 10/07/12 End Date Weekdays Spots/Week Rate Week: 10/07/12 10/07/12 1 \$400.00 NM 5 \$2,000.0 Week: 10/08/12 10/14/12 1 1 \$400.00 NM 5 \$2,000.0 Week: 10/08/12 10/14/12 1 1 \$400.00 NM 1 \$2,000.0 Week: 10/02/12 11/04/12 1 1 \$400.00 NM 2 \$2,000.0 Week: 10/29/12 11/04/12 This Week With George Step930-1030am :30 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>											
Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM Week: 10/15/12 10/21/12 1 1 \$2,500.00 37 WISN 10/07/12 11/04/12 New Sun 7-9a 7-9am :30 NM 5 \$2,000.0 Start Date Week: 10/07/12 End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week			Ţ.,	1							
Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 37 WISN 10/07/12 10/21/12 Weekdays Spots/Week Rate S2,500.00 37 WISN 10/07/12 11/04/12 New Sun 7-9a 7-9am :30 NM 5 \$2,000.00 Start Date Week: 10/07/12 End Date Weekdays Spots/Week Rate Rate NM 5 \$2,000.00 Week: 10/08/12 10/14/12 1 1 \$400.00 NM 5 \$2,000.00 Week: 10/15/12 10/14/12 1 1 \$400.00 NM 9 \$2,000.00 Week: 10/12/12 11/04/12 1 \$400.00 NM 2 \$2,000.00 38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Week: 10/15/12 10/14/12 1				1	,						
Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Week: 10/15/12 End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week NM 5 \$2,000.00 37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am :30 NM 5 \$2,000.00 Start Date Week: 10/07/12 10/07/12 11 1 \$400.00 NM 5 \$2,000.00 Week: 10/08/12 10/14/12 1 1 \$400.00 NM 5 \$2,000.00 Week: 10/15/12 10/21/12 1 1 \$400.00 NM 9 \$2,000.00 NM 2 \$2,000.0				1							
Start Date End Date Weekdays Spots/Week Rate Sun 7-8p Start Date End Date Weekdays Spots/Week Rate Sun 7-8p Start Date End Date Weekdays Spots/Week Rate Sun 7-9am Start Date End Date Weekdays Spots/Week Rate Sun 7-9am Su			- -	1							
Start Date End Date Weekdays Spots/Week Rate							·3N		NM	1	\$2.500.00
Week: 10/15/12 10/21/12 1 1 \$2,500.00 37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am :30 NM 5 \$2,000.00 Start Date Week: 10/01/12 10/07/121 1 \$400.00 <td></td> <td></td> <td></td> <td>Spots/Week</td> <td></td> <td></td> <td>.50</td> <td></td> <td>,,,,,,</td> <td>•</td> <td>Ψ2,000.00</td>				Spots/Week			.50		,,,,,,	•	Ψ2,000.00
Start Date End Date Weekdays Spots/Week Rate				-							
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 1 \$400.00 Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.0 Start Date End Date Weekdays Spots/Week Rate NM 2 \$2,000.0 Week: 10/08/12 10/14/12 1 1 \$1,000.00 NM 2 \$2,000.0 Week: 10/22/12 10/21/12 1 1 \$1,000.00 NM 2 \$2,000.0 Week: 10/22/12 10/28/12 1 1 \$1,000.00 NM 2 \$2,000.0 Week: 10/22/12 10/28/12 1	37 WISN 10/07	/12 11/04/	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/29/12 10/28/12 1 1 \$400.00 38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.0 Start Date Start Date Weekdays Spots/Week Rate Rate Week: 10/08/12 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 \$1,000.00	-										
Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/29/12 10/28/12 1 1 \$400.00 38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Start Date Week 10/08/12 End Date Weekdays Spots/Week Rate Rate Week: 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 \$1,000.00	Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Start Date Start Date End Date Weekdays Spots/Week Rate Start Novel NM 2 \$2,000.00 Week: 10/08/12 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 1 \$1,000.00			1	1							
Week: 10/29/12 11/04/12 1 1 \$400.00 38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00			_	1	·						
38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00				1							
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00	Week: 10/29/12			11	***************************************						
Week: 10/08/12 10/14/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00				•	•		:30		NM	2	\$2,000.00
Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/121 1 \$1,000.00				Spots/Week					1		
Week: 10/22/12				0	• •						
Week: 10/29/12 11/04/121 1 \$1,000.00					·						
			1		•						
	N 39 WISN 10/09				Tue 7-8p		:30		NM	3	\$12,500.00
Start Date End Date Weekdays Spots/Week Rate					<u>.</u>		.00			ŭ	4.2,000.00
Week: 10/08/12 10/14/12 -1 1 \$5,000.00											
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type	Spot Ch Da	ate Range	Descriptio	<u>n</u>	Start/End Time	Weekda			<u>Type</u>		
1 W/SN 10/08/12-10/14/12 DanceResults Tue 7-8p -Tu :30 \$ 5,000.00 NM		0/08/12-10/14	1/12 DanceRes	sults	Tue 7-8p	- Tu	:30	\$ 5,000.00	NM		
See MG 39.3,39.4											
3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu :30 \$5,000.00 NM			/12 DWTS Re	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
⊕ MG for 40.2,39.1 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu :30 \$2,500.00 NM	~	•	MO DIMEC !	- 'منامم ۸ ممارم	Tue 7 0e	т.,	.20	63 500 00	NSA		
The state of the s			772 DWTS-JU	iages Analysis	ι ue 7-8p	- i u	:30	⊅∠, 5∪∪.∪∪	IVIVI		
MG for 40.2,39.1 Week: 10/15/12		•		n	ድስ በስ						
Week: 10/22/12 10/28/12 -1 1 \$5,000.00			-1 -								
				•			.30		NIM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week Rate				Spots/Week			.50		14141	'	ψ <u>=</u> ,000.00
Week: 10/01/12 10/07/12 -1 1 \$2,500.00											

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Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spot				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Montrage Longth	Pato	Type		
Spot Ch Date Range Description	Start/End Time Tue 8-9p	Weekdays Length	<u>Rate</u> \$2,500.00	<u>Type</u> NM		
1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3	rue o-ap	.50	Ψ 2,000.0 0	, , , , ,		
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu: :30	\$2,500.00	NM		
See MG 40.4	·					
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
MG for 40.3 10/02						
Week: 10/08/12 10/14/12 -1 1	\$2,500.00	3.54 . 4 . 1 . 1 . 1 . 1 . 1 . 1 . 1 . 1 .	D.1-	T		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> \$2,500.00	<u>Type</u> NM		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-1430	<i>⊕∠,∪∪∪.∪∪</i>	MINI		
See MG 39.3,39.4	Tue 0 10e	:30		NM	2	\$4,400.00
41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	Tue 9-10p Rate	.30		14141	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$ 2,200.00	NM		
See MG 41.4		t ===	** ***	.,,,		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	- -⊤h :30	\$2,200.00	NM		
	\$0.00					
Week: 10/15/12 10/14/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
2 W/SN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu:30	\$2,200.00	NM		
Credited						
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00					
Week: 10/15/12	Start/End Time	Weekdays Length	Rate	Туре		
1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu:30	\$3,000.00	NM		
Credited	م ت					
Week: 10/22/12 10/28/12 -1 1	\$3,000.00					
Week: 10/29/12 11/04/12 -1 1	\$3,000.00					
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/22/12 10/28/121- 1	\$7,000.00				_	
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30		NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 2- 2	<u>Rate</u> \$1,300.00					
		:30		NM	2	\$450.00
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A <u>Rate</u>	.30		14141	2	ф 4 50.00
Week: 10/22/12 10/28/122 2	\$225.00			1		
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/22/12 10/28/12 1 1	\$350.00					
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 11/05/12 11/11/12 -1 1	\$350.00			1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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 Contract / Revision
 Alt Order #

 939457 / 5
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/05/12 / 10/05/12

					_	Spots/		 0	1 .	A
		ate Description		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		NM		\$6.400.00
48 WISN 10/15/				10-1030p		:30		INIVI	4	\$6,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,600.00						
Week: 10/13/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15/	/12 11/05/	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06/				10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12		1	\$500.00						
51 WISN 10/15			ON COOPER	M-F 11A-12P		:30		NM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 -	Spots/Week	<u>Rate</u> \$225.00						
Week: 10/13/12	10/21/12	1	1	\$225.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29		12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdavs	Spots/Week	Rate		.55			_	11,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/29/12	11/04/12	1	1	\$600.00 \$600.00						
Week: 11/05/12	11/11/12	1								£4.000.00
55 WISN 10/15			•	5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 -	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	1	1	\$1,000.00				į		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08			•	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1 1	1	\$1,200.00 \$1,200.00						
Week: 10/15/12	10/21/12	T	I	φ1,200.00				ı		

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Contract / Revision Alt Order # 939457 / 5 06262067

Estimate# Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

				Spots/				
*Line Ch Start Date End Date De	escription	Start/End Time	Days Ler	ngth Week	Rate	Type S	pots	Amount
Start Date End Date Week		<u>Rate</u>						
Week: 10/22/12 10/28/12 1	-	\$1,200.00						
Week: 10/29/12 11/04/12 1		\$1,200.00						
Week: 11/05/12 11/11/12 1		\$1,200.00						04.000.00
	ews M-F 6a	6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/15/12 10/21/12 1		<u>Rate</u> \$1,000.00						
Week: 10/13/12 10/21/12 1		\$1,000.00						
	1	\$1,000.00						
Week: 11/05/12 11/11/12 1	1	\$1,000.00						
	ews M-F 6a	6-7A		:30		NM	1	\$1,000.00
	kdays Spots/Week	<u>Rate</u>						
Week: 11/05/12 11/11/12 -1	1	\$1,000.00						
60 WISN 10/22/12 11/05/12 Er	ntertainment Tonight	630p-7pm		:30		NM	3	\$2,550.00
	kdays Spots/Week	Rate						
Week: 10/22/12 10/28/12 1		\$850.00						
Week: 10/29/12 11/04/12 1		\$850.00 \$850.00						
4400K; 11700712 1171712 =				-00		NM	5	£5 000 00
	ood Morning America kdays S <u>pots/Week</u>	7-9a Rate		:30		NIVI	5	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/08/12 10/14/12 1		\$1,000.00				į		
Week: 10/15/12 10/21/12 1	<u>.</u>	\$1,000.00						
Week: 10/22/12 10/28/12 1	· 1	\$1,000.00				ŀ		
Week: 10/29/12 11/04/12 1	· 1	\$1,000.00				j		
Week: 11/05/12 11/11/12 1	1	\$1,000.00						
62 WISN 11/06/12 11/06/12 G	ood Morning America	7-9a		:30		NM	1	\$1,000.00
	kdays Spots/Week	Rate						
Week: 11/05/12 11/11/12 -1	1	\$1,000.00						
	VE WITH KELLY!	9-10am_		:30		NM	4	\$1,800.00
	kdays Spots/Week	<u>Rate</u> \$450.00				l		
Week: 10/15/12 10/21/12 1	1 1	\$450.00 \$450.00						
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	·	\$450.00						
Week: 11/05/12 11/11/12 1		\$450.00				l		
	ostBadger	PostBadger		:30		NM	1	\$1,000.00
• • • • • • • • • • • • • • • • • • • •	kdays Spots/Week	Rate		.00			·	4.,000.00
Week: 10/01/12 10/07/12		\$1,000.00						
65 WISN 10/06/12 10/06/12 BI	IG 12 BadgerPost	630-7p, 6-630p		:30		NM	1	\$1,500.00
	kdays Spots/Week	Rate						
Week: 10/01/12 10/07/12	S- 1	\$1,500.00						
66 WISN 10/04/12 10/04/12 La		Thu 7-8p		:30		NM	1	\$3,000.00
	kdays Spots/Week	<u>Rate</u> \$3,000.00						
170011 10701112				:30		NM	1	\$350.00
67 WISN 10/04/12 10/05/12 N		5-6A		:30		IAIAI	' :	\$350.00
	<u>kdays</u> <u>Spots/Week</u> rr 1	<u>Rate</u> \$350.00						
	a 458-6a	456-6AM		:30		NM	1	\$250.00
	kdays Spots/Week	Rate					·	1200.00
	S- 1	\$250.00				ļ		

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	Contract / Revision 939457 / 5	Alt Order # 06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/05/12 / 10/05/12

Spots/	
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*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12\$ 1	458-6AM <u>Rate</u> \$200.00	:30	MM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline Start Date	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		356	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	255	\$231,600.00	\$196,860.00		
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00		
Totals	356	\$321,300.00	\$273,105.00		

Signature:		Date:	

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	evision		Alt Order	#
	939457	/ 6		06262067	
Product				L	
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
Democratic Senatorial C	ampaign Con	mittee	1	0/09/12	/ 10/09/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC				Cash
	<u>Station</u>	Accou	Sales Office		
	WISN	Will Hi	ldeb	randt	HRP -Washing
	Special Hand	ling			
	Demographic				
	Adults 35+				
•					
	IDB#	Adverti	ser	Code	Product Code
	8091	49			53
	Agency Ref	···	Ţ	Advertiser	Ref
			- 1		

*Line Ch Start		Date Descripti	on	Start/End Time	Days	Spo Length We		Type S	2noto	Δ
1 WISN 10/0			ospital	2-3pm/1-2p		:30	7,646	NM	<u> </u>	Amount
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u>		.00		ININI	10	\$3,500.00
Week: 10/01/12 Week: 10/08/12		-TWT.F	2	\$350.00						
Week: 10/06/12 Week: 10/15/12	10/14/12	-TWTF	2	\$350.00				ľ		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$350.00						
	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02			10PM	10-1030p		:30		NM	40	000 000 00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		14141	13	\$20,800.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$1,600.00						
	10/14/12	-TWTF	2	\$1,600.00						
	ate Range	Descriptio		Start/End Time	Weekday	/s <u>Length</u>	Rate	Type		
	0/08/12-10/14		s 10 <i>PM</i>	10-1030p	-TuWTh		\$1,600.00	NM		
4 M//QN 10	3.7,23.8,23.9	9,23.10	4							
T WISIN T C ⊇M aa?	3.7,23.8,23.9	1/12 Late News	5 10PM	10-1030p	-TuWThF	: :30	\$ 1,600.00	NM		
Week: 10/15/12	3.7,23.8,23.8 10/21/12	7,23.70 -TWTF								
Week: 10/22/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,600.00						
			4	\$1,600.00						
3 WISN 10/02				10-11am		:30		NM	14	\$7,000,00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week	<u>Rate</u>					17	\$7,000.00
Week: 10/08/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/13/12	10/21/12		3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$500.00				ı		
		-TWTF	4	\$500.00				Ī		
4 WISN 10/02/				1030p-11p		:30		NM	5	04 750 00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u>				LAIM	5	\$4,750.00
Week: 10/01/12 Week: 10/08/12		-TWTF	1	\$950.00				- 1		
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/13/12	10/21/12	-TWT.F	1	\$950.00						
**************************************	10/28/12	-TWTF	1	\$950.00						

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LINE TRANSACTIONS: IN = New, C = Cuiteu, D - Detected)

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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

				L					_ ′ '	5,55,12
*Line Ch Start	: Date End I	Date Description	on	Start/End Time	Days	Spots/	D #4=	T		
Start Date Week: 10/29/12			Spots/Week 1	<u>Rate</u>	Days	Length Week	Rate	Type	Spots	Amount
5 WISN 10/02			I	\$950.00						
Start Date	End Date		Spots/Week	11p-1130p <u>R</u> ate		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				ı		
Week: 10/15/12	10/21/12	-TWT#	2	\$750.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$750.00						
	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02 <u>S</u> tart Date			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						40 , 130.00
Week: 10/08/12	10/14/12	-TWTF	2 2	\$225.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHEV	V	12P-1P		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/			_	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						94,000.00
Week: 10/08/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2 2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/	12 11/02/1		<u></u>							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	3-4p Rate		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6 000 00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u>		•		(4141	10	\$6,000.00
Week: 10/08/12	10/14/12	-TWTF -TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2 2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/1										
Start Date	End Date	Weekdays	p <u>Spots/Week</u>	5-530pm <u>R</u> ate		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
								•		

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Contract / Revision Alt Order# 939457 06262067 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start	Date End [Date Descript	ion	Start/End Time	Days	Spots Length Week		Type	Snota	A
<u>Start Date</u> Week: 10/29/12	End Date	<u>Weekdays</u>	Spots/Week	Rate		20119217 770010	rate	1 ype	opois	Amount
12 WISN 10/02	11/04/12 2/12 11/02	-TWTF	3	\$1,000.00						
Start Date	End Date	/12 News M-I <u>Weekdays</u>	- 5a <u>Spots/Week</u>	5-6A		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	<u> 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2</u>	<u>Rate</u> \$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00				Ī		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			- P	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				14141	14	\$10,000.00
Week: 10/08/12	10/07/12 10/14/12	-TWT.F	2	\$1,200.00						
Week: 10/15/12	10/14/12	-TWT.F -TWT.F	3	\$1,200.00						
Week: 10/22/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3 3	\$1,200.00						
14 WISN 10/02		·		\$1,200.00						
Start Date	End Date	Weekdays	Spots/Week	6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	<u>opois/vveek</u> 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWT.F	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWT F	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/	12 11/02/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	4.4	00.0
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		IAIAI	11	\$9,350.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Spot Ch Da 1 W/SN 10/	<u>te Range</u> /01/12 10/07	Descriptio		Start/End Time	Weekday	<u>s Length</u>	<u>Rate</u>	Type		
See MG 23		rız Entertaini	nent Tonight	630p-7pm	-TuWThF	:30	\$850.00	NM		
Week: 10/08/12	10/14/12	-TWTF	2	¢0.00.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00 \$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/	12 11/02/1	2 Good Morr	ing America	7-9a						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				ı		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/1				9-10am		:30		NM	14	\$6,300.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					17	\$0,500.00
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$450.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3 3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
18 WISN 10/26/1			-							
	End Date	<u>Weekdays</u>	Spots/Week	Fri 9-10p		:30		NM	1	\$3,000.00
		1.50,0010	<u>-polarveck</u>	<u>Rate</u>						

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	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		Original Date / Revision 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Davs Length Week			
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week	Rate Type	Spots	Amount
40 14404	\$3,000.00				
Start Date End Date Weekdays Spots/Week	Prime Other <u>Rate</u>	:30	MM	5	\$25,000.00
Week 40/45/40	\$5,000.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch Date Range Description	\$5,000.00 <u>Start/End Time</u>	Wookdore	_		
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	Weekdays Length M:30 \$5.0	Rate Type		
See MG 19.6		.50 \$3,0	^{90.00} NM		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M:30 \$5,0	00.00 NM		
		ŕ			
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$5,000.00 \$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	\$5,000.00				
Start Date End Date Weekdays Spots/Week	Mon 9-10p Rate	:30	NM	1	\$4,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> Type		
1 W/SN 10/22/12-10/28/12 Castle Credited	Mon 9-10p	M :30 \$4,00			
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	212.4	_	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	5	\$3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00 \$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2					
Start Date End Date Weekdays Spots/Week	230p-6p Rate	:30	NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,50 <u>0.00</u>				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 W/SN 10/08/12-10/14/12 College Football Game #2 See MG 22.2	230p-6p	 -sa :30 \$6,50			
2 WISN 10/06/12-10/06/12 College Football BADGER	000 - 0 -				
⊕ MG for 22.1 10/13	230p-6p	- Sa :30 \$6,50	MN 00.0		
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm				
Start Date End Date Weekdays Spots/Week	Rate	:30	NM.	8	\$8,250.00
Week: 10/01/12 10/07/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate <u>Type</u>		
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p See MG 23.6	6-630pm		0.00 NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1020- 44-				
⊕ MG for 15.1,23.1	1030p-11p	MTuWThF :30 \$1,35	MM 00.C		
Week: 10/08/12 10/14/121- 1	\$500.00				

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10/09/12

/ 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

			1 10/00/12 /	10/03/12
		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> Date Range Description				
	Start/End Time	Weekdays Length Rate	Туре	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
8 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1000			
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar	M.C., C. (000 PM			
(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2	M-Su 6-1030PM	\$a :30 \$900.00	NM	
Week: 10/15/12 10/21/121- 1	¢500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
	\$500.00			
O	456-6AM	:30	NM	4 \$800.00
Meek: 10/09/12 10/14/12	Rate			. 4000.00
Week: 10/15/12 10/14/121- 1	\$200.00			
Week: 10/22/12 10/28/121-	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots Alleget	6-630pm	:30	NM 4	\$2,800.00
Mode: 10/01/12 10/07/10	Rate			ΨΞ,000.00
Model 10/00/40	\$700.00			
Spot Ch Date Range Description	\$700.00			
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	<u>Weekdays Length Rate</u>	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	6-630pm	Sa- - :30 \$700.00	NM	
Week: 10/15/12 10/21/121- 1	¢700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
	\$700.00			
	6-7a	:30	NM 5	\$3,000.00
Meek: 10/01/12 10/07/12	Rate			+5,500.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
N 27 WISN 10/20/12 11/03/12 SA 630-7p	\$600.00			
	630p-7 <u>p</u>	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121- 1	Rate			70.00
Spot Ch Date Range Description	\$500.00	144		
1 WISN 10/15/12-10/21/12 SA 630-7p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa- - :30 \$500.00	NM	
Week: 10/22/12 10/28/12 0	\$ 0.00			
Week: 10/29/12 11/04/121- 1	\$0.00 \$500.00			
Spot Ch Date Range Description		1871-1		
2 W/SN 10/29/12-11/04/12 SA 630-7p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa- - :30 \$500.00	NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	COA 7			
	630-7p	:30	NM 2	\$2,000.00
			-	,

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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

						Chatonal Ga		10/03/12		0/09/12
*Line Ch Sta	rt Date End I	Date Descript	ion	Ctod/F T	.	Spots/				
Start Dat			Spots/Week	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Week: 10/08/12	10/14/12	1-	<u>30015/4466K</u>	. <u>Rate</u> \$1,000.00						
Week: 10/15/12			0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00				j		
29 WISN 10/0			e College Footba	al 7-1030p		:30		NM	3	£2 000 00
<u>Start Dat</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate				14101	3	\$3,000.00
Week: 10/08/12	10/07/12		1 0	\$1,000.00						
Week: 10/15/12	10/21/12	2-	2	\$0.00 \$1,000.00						
30 WISN 10/	13/12 11/03/									
Start Date		Weekdays	Spots/Week	7-9am <u>Rat</u> e		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/0 Start Date			•	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate					Ū	\$0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/1		12 Late News	SU 1030PM	1030p-11p		:30				
Start Date		<u>Weekdays</u>	Spots/Week	Rate		.30		NM	4	\$3,800.00
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/13/12	10/21/12 10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1 1	1	\$950.00						
33 WISN 10/1-			1	\$950.00						
Start Date		12 Su 458-6a Weekdays	SpotsAMook	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07		2 News Sun		530-6p		:30		NM	5	#2 F00 C5
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>				MINI	5	\$2,500.00
Week: 10/08/12	10/07/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07	//12 11/04/1	2 Sun GMA	-	6-7a		.20				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1 1	1	\$400.00						
36 WISN 10/21			<u> </u>	\$400.00	· · · · · · · · · · · · · · · · · · ·					
00 WIGH 10/21	114 1012 17]	2 Once		Sun 7-8p		:30		NM	1	\$2,500.00

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Tir	ne Days L	Spe ength We₋	ots/ eek Rate	Tuna		
Start Date End Date Weekdays Spot	s/Week Rate		-crigar vve	er nate	Type	pots	Amount
Week: 10/15/12 10/21/121	1 \$2,500.00						
37 WISN 10/07/12 11/04/12 News Sun 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Spot	7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121	<u>s/Week</u> <u>Rate</u> 1 \$400.00						42,000.00
Week: 10/08/12 10/14/121	1 \$400.00						
Week: 10/15/12 10/21/121	1 \$400.00				j		
Week: 10/22/12 10/28/121	1 \$400.00				l		
Week: 10/29/12 11/04/121	1 \$400.00						
38 WISN 10/14/12 11/04/12 This Week With Go Start Date End Date Weekdays Spot			:30		NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots</u> Week: 10/08/12 10/14/121	<u>s/Week</u> <u>Rate</u> 1 \$1,000.00					_	Ψ2,000.00
Week: 10/15/12 10/21/12	0 \$0.00						
Week: 10/22/12 10/28/12	0 \$0.00						
Week: 10/29/12 11/04/121	1 \$1,000.00						
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p		:30		NM	^	040 ======
	s/Week Rate		.00		IAIM	3	\$12,500.00
Spot Ch Date Range Description	1 \$5,000.00						
1 WISN 10/08/12-10/14/12 Dance Results	Start/End Time		<u>Length</u>	<u>Rate</u>	<u>Type</u>		
See MG 39.3,39.4	Tue 7-8p	-Tu	:30	\$5,000.00	NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
⊕ MG for 40.2,39.1	j		.00	\$0,000.00	14141		
4 WISN 10/08/12-10/14/12 DWTS- Judges An ⊕ MG for 40.2,39.1	alysis Tue 7-8p	-Tu	:30	\$2,500.00	NM		
Micela 40/45/40 40/04/40	0 \$0.00						
Minely 40/00/40	0 \$0.00 1 \$5,000,00						
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p		.20				
Start Date End Date Weekdays Spots	Week Rate		:30		NM	1	\$2,500.00
	1 \$2,500.00						
Spot Ch Date Range Description 1 W/SN 10/01/12-10/07/12 HappyEnd	Start/End Time		<u>Length</u>	Rate	<u>Type</u>		
See MG 40.3	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu		***			
⊗ See MG 40.4	140 0-3p	-10	:30	\$2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
⊕ MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1 √				4=1000.00	14111		
Spot Ch Date Range Description	1 \$2,500.00						
2 WISN 10/08/12-10/14/12 HappyEnd	Start/End Time		<u>Length</u>	<u>Rate</u>	<u> Type</u>		
See MG 39.3,39.4	Tue 8-9p	-Tu	- :30	\$ 2,500.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p		.20				
Start Date End Date Weekdays Spots/			:30		NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1							
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 PrivatePractice	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	Type		
See MG 41.4	Tue 9-10p	-Tu	- :30	\$2,200.00	NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th	-00				
→ MG for 41.1 10/02	1110 3-10p	I N	- :30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	\$0.00						
					ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept as advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertisor basely represents

specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

		neside conditional ca	10/03/1/	<u> </u>	0/09/12
		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Туре	Snote	Amount
Start Date End Date Weekdays Spots/Week	Rate		.,,,,,,	opots	Arriount
Week: 10/15/12 10/21/12 -1 1 <u>Spot Ch Date Range Description</u>	\$2,200.00		- 1		
2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length Rate	<u>Type</u>		
Credited	Tue 9-10p	-Tu :30 \$ 2,200.00	NM		
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	Rate		'''''	2	\$6,000.00
Spot Ch Date Range Description	\$3,000.00 Start/End Time	Manufacture			
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	<u>Weekdays Length</u> <u>Rate</u> -Tu:30 \$3,000,00	<u>Type</u>		
Credited	, a	-Tu :30 \$3,000:00	NM		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00		l		
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week		:30	NM	1	\$7,000.00
Week: 10/22/12 End Date Weekdays Spots/Week	<u>Rate</u> \$7,000.00				41,1000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal					
Start Date End Date Weekdays Spots/Week	7-1030p Rate	:30	NM	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 2 2	Rate		1414	2	\$450.00
	\$225.00				
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NISA		••
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	NM	1	\$350.00
	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-103 <u>0</u> p	:30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00				7-11-01-05
Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate			~	Ψ Ζ ,ΟΟΟ.ΟΟ
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00 \$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NINA		mee
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	NM	1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30	NM	4	\$900.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$225.00				30.00
Week: 10/22/12 10/28/12 1 1	\$225.00				

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

			<u> </u>						· · · · · · -
*Line Ch Start Date I	End Date Descrip	tion	Stad/End Time	_	Spots/				
T	Date Weekdays	Spots/Week	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Week: 10/29/12 11/0	4/12 1	<u> 30013/Veek</u> 1	<u>Rate</u> \$225.00				Ì		
Week: 11/05/12 11/1	1/12 1	1	\$225.00						
	11/05/12 3-4p		3-4p		:30		NM	2	£4 000 00
	Date Weekdays	Spots/Week	<u>Rate</u>		.00		INIVI	2	\$1,000.00
Week: 10/29/12 11/0 Week: 11/05/12 11/1		1 1	\$500.00				l		
			\$500.00						
Start Date End		Spots/Week	3-4p		:30		NM	1	\$500.00
Week: 11/05/12 11/1		1	<u>Rate</u> \$500.00						
54 WISN 10/29/12 1	1/05/12 DR. OZ		4P-5P		:30			_	
Start Date End	<u>Date Weekdays</u>	Spots/Week	Rate		.30		NM	2	\$1,200.00
Week: 10/29/12 11/04 Week: 11/05/12 11/17		1	\$600.00						
		1	\$600.00						
55 WISN 10/15/12 1 Start Date End I	1/05/12 News M-F Date Weekdays	•	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12 10/21		Spots/Week 1	<u>Rate</u> \$1,000.00						,
Week: 10/22/12 10/28		1	\$1,000.00						
Week: 10/29/12 11/04	1/12 1 -	1	\$1,000.00						
Week: 11/05/12 11/11	/12 1 -	1	\$1,000.00						
56 WISN 10/15/12 1	1/05/12 News M-F	5a	5-6A		:30		NM	4	£1 450 00
<u>Start Date</u> <u>End I</u> Week: 10/15/12 10/21		Spots/Week	Rate				MIVE	4	\$1,400.00
Week: 10/22/12 10/28		1	\$350.00				j		
Week: 10/29/12 11/04	-	1	\$350.00 \$350.00						
Week: 11/05/12 11/11		1	\$350.00 \$350.00						
57 WISN 10/08/12 1	1/05/12 News M-F	6n	6-630pm		.00				
Start Date End D	<u> Weekdays</u>	Spots/Week	Rate		:30		NM	5	\$6,000.00
Week: 10/08/12 10/14		1	\$1,200.00						
Week: 10/15/12 10/21 Week: 10/22/12 10/28		1	\$1,200.00						
Week: 10/22/12 10/28 Week: 10/29/12 11/04	_	1	\$1,200.00						
Week: 11/05/12 11/11	_	1	\$1,200.00						
			\$1,200.00						
Start Date End D		Spots/Week	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12 10/21		1	<u>Rate</u> \$1,000.00						
Week: 10/22/12 10/28/	_	1	\$1,000.00						
Week: 10/29/12 11/04/		1	\$1,000.00						
Week: 11/05/12 11/11/		1	\$1,000.00						
59 WISN 11/06/12 11			6-7A		:30		NM	1	\$1,000.00
Start Date End D Week: 11/05/12 11/11/		Spots/Week 1	Rate					•	\$1,000.00
60 WISN 10/22/12 11		ent Tonight	\$1,000.00						
Start Date End D		Spots/Week	630p-7pm Rate		:30		MM	3	\$2,550.00
Week: 10/22/12 10/28/		1	\$850.00				İ		
Week: 10/29/12 11/04/		1	\$850.00						
Week: 11/05/12 11/11/		11	\$850.00						
	/05/12 Good Morn	ing America	7-9a		:30	w	NM	5	<u> </u>
Start Date End D	ate <u>Weekdays</u>	Spots/Week	<u>Rate</u>				, ,,,,,,	J	\$5,000.00
							•		

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10/09/12

/ 10/09/12



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start E	Date End D	ate Descriptio	n	Start/End Time	Days	Sp Length W	ots/ eek	Rate Tv	pe Spots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u>					росрок	Arrount
Week: 10/15/12	10/14/12	1	1	\$1,000.00						
Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
62 WISN 11/06/1	12 11/06/1	2 Good Morn	ing America	7-9a					_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		V	M ·	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,00 <u>0.00</u>						
63 WISN 10/15/1	2 11/05/1	2 LIVE WITH	KELLY!	9-10am		:30			M A	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		1/	141 4	\$1,800.00
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12 11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06/1				\$450.00						
	2 10/06/1 End Date	2 PostBadger <u>Weekdays</u>		PostBadger		:30		N	M 1	\$1,000,00
Week: 10/01/12	10/07/12	S-	Spots/Week	<u>Rate</u> \$1,000.00						
65 WISN 10/06/1	2 10/06/1	2 BIG 12 Bad	gerPost						_	
	End Date	Weekdays	Spots/Week	630-7p, 6-630p <u>Rate</u>		:30		N	M 1	\$1,500.00
Week: 10/01/12	10/07/12	S-	1	\$1,500.00						
66 WISN 10/04/1	2 10/04/12	2 LastResort		Thu 7-8p		:30			d .	
	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		N	M 1	\$3,000.00
	10/07/12	T	1	\$3,000.00						
67 WISN 10/04/1			-	5-6A		:30		N	M 1	\$350.00
	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u>				.,	"] '	\$350.00
68 WISN 10/06/12			1	\$350.00						
_	2 10/06/12 End Date		Constant and	456-6AM		:30		N	VI 1	\$250.00
	10/07/12	Weekdays	Spots/Week 1	<u>Rate</u> \$250,00						, ,,,,,,
69 WISN 10/07/12				· · · · · ·					_	
		Weekdays	Spots/Week	458-6AM Rate		:30		N	M 1	\$200.00
	10/07/12	5	1	\$200.00						
70 WISN 10/04/12	10/05/12	KATIE COU	RIC	M-F 2-3P		:30		N.		
	End Date	Weekdays	Spots/Week	Rate		.30		N	M 2	\$800.00
	10/07/12	TF	2	\$400.00						
71 WISN 10/04/12				11p-1130p		:30		N	Л 1	£1 500 00
	End Date	Weekdays	Spots/Week	<u>Rate</u>				141	V1	\$1,500.00
	10/07/12	TF	11	\$1,500.00						
72 WISN 10/06/12				INSIDE HUD 1035		:30		N	<i>A</i> 1	\$250.00
	<u>End Date</u> 10/07/12	Weekdays	Spots/Week 1	Rate					1	4200,00
	-/	J-	<u> </u>	\$250.00						
						Т	otals		354	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	254	\$232,100.00	\$197,285.00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	354	\$321,300.00	\$273,105.00		

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^{(&}quot;Line Transactions: IN = INeW, E = Edited, D = Deteted)

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	Contract / Revision 939457 /	<u>on</u> 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533
Advertiser Democratic Senatoria	l Ca		ginal Date / Revision 0/09/12 / 10/09/12

Signature: Date	e:
-----------------	----

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>		Alt Order#			
	939457	/ 7		06262067			
<u>Product</u>							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
<u>Advertiser</u>			<u>Ori</u>	ginal Date /	Revision		
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/10/12	/ 10/10/12		
·	Billing Cycle	Billing	Cale	endar	Cash/Trade		
	EOM/EOC Broade				Cash		
	Station	Accou	ıt E	xecutive	Sales Office		
	WISN	Will Hi	deb	randt	HRP -Washingto		
	Special Hand	ling					
	<u>Demographic</u>						
	Adults 35+						
	IDB#	<u>Advert</u>	iser	Code	Product Code		
	8091	49			53		
	Agency Ref			<u>Advertiser</u>	Ref		

				Spot	s/			
*Line Ch Start Date End Date Description		Start/End Time	Days L	ength Wee	k Rate	Type S	pots	Amount
1 WISN 10/02/12 11/02/12 General Hospital		2-3pm/1-2p		:30		NM	10	\$3,500.00
	s/Week	<u>Rate</u>						
Week: 10/01/12	2	\$350.00						
Week: 10/08/12	2	\$350.00						
Week: 10/15/12	2	\$350.00						
Week: 10/22/12	2	\$350.00						
Week; 10/29/12 11/04/12 -TwTF	2	\$350.00				- 1		
2 WISN 10/02/12 11/02/12 Late News 10PM		10-1030p		:30		NM	13	\$20,800.00
	s/Week	<u>Rate</u>						
Week: 10/01/12	2	\$1,600.00						
Week: 10/08/12 10/14/12 -TwTF	2	\$1,600.00						
Spot Ch Date Range Description		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u> Type</u>		
3 W/SN 10/08/12-10/14/12 Late News 10PM		10-1030p	-TuWThF	:30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10								
4 WISN 10/08/12-10/14/12 Late News 10PM		10-1030p	-TuWThF	:30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10								
Week: 10/15/12	4	\$1,600.00						
Week: 10/22/12 10/28/12 -TWTF	3	\$1,600.00						
Week: 10/29/12 11/04/12 -TWTF	4	\$1,600.00						
N 3 WISN 10/02/12 11/02/12 The View		10-11am		:30		NM	12	\$6,000.00
	s/Week	<u>Rate</u>						
Week: 10/01/12	2	\$500.00						
Week: 10/08/12	2	\$500.00						
Spot Ch Date Range Description		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 W/SN 10/08/12-10/14/12 The View		10-11am	-TuWThF	:30	\$500.00	NM		
See MG 11.15,11.16,11.17								
4 W/SN 10/08/12-10/14/12 The View		10-11am	-TuWThF	:30	\$500.00	NM		
See MG 11.15,11.16,11.17								
Week: 10/15/12	3	\$500.00				1		
Week: 10/22/12 10/28/12 -TWTF	3	\$500.00						
Week: 10/29/12 11/04/12 -TWTF	4	\$500.00						
4 WISN 10/02/12 11/02/12 Late News 1030PN	1	1030p-11p		:30		NM	5	\$4,750.00

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Contract Agreement Between:



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 1 7 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spots/				
		ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/01/12	End Date	Weekdays -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF	1	\$950.00				1		
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02				11p-1130p		:30		A10.4	0	20.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00				l l		
6 WISN 10/02		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7-,7-0-1-0-
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09			-	12P-1P_		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TwTF	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2 2	\$300.00 \$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		:30		NM	40	#4.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/ ⁻	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						00,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				ļ.		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$500.00						
		-TWTF	2	\$500.00						
10 WISN 10/02 Start Date	/12 11/0 <i>2/</i> <u>End Date</u>	12 DR. OZ <u>Weekdays</u>	Casta Attack	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	<u>vveekdays</u> -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02	/12 11/02/	12 News M-F	5n	5-530pm		:30		NM	15	£46 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IAIAI	15	\$16,200.00
								L		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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Contract Agreement Between:



Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rat	e Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$1,000.00			
	\$1,000.00 Start/End Time	Weekdays Length Rat	n Typo	
Spot Ch Date Range Description 3 WISN 10/08/12-10/14/12 News M-F 5p	5-530 <i>p</i> m	Weekdays Length Rat		
See MG 11.15,11.16,11.17	3-330pm	.50 \$1,000.0	y IVIVI	
4 W/SN 10/08/12-10/14/12 News M-F 5p	5-530 <i>pm</i>	-TuWThF :30 \$1,000.0	9 NM	
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.0	D NM	
	11a-230	sa :30 \$700.0	O NM	
MG for 13.5,11.3,11.4,3.4,3.3				
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.0	O NM	
MG for 13.5,11.3,11.4,3.4,3.3	*4 000 00			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12	\$1,000.00			
	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 15	\$5,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$350.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00		i	
N 12 M/ISN 10/02/12 11/02/12 Nove M E 65	6.630nm	•30	NIM 12	\$15 600 00
N 13 WISN 10/02/12 11/02/12 News M-F 6p Start Date Find Date Weekdays Snots/Week	6-630pm Rate	:30	NM 13	\$15,600.00
N 13 WISN 10/02/12 11/02/12 News M-F 6p Start Date	6-630pm <u>Rate</u> \$1,200.00	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	:30	NM 13	\$15,600.00
Week: 10/01/12 End Date Weekdays Spots/Week	<u>Rate</u> \$1,200.00	:30 <u>Weekdays</u> <u>Length</u> <u>Ra</u> t	·	\$15,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2 Week: 10/08/12 10/14/12 -TwTF 3	<u>Rate</u> \$1,200.00 \$1,200.00		<u>е Туре</u>	\$15,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630 <i>p</i> m	<u>Weekdays</u> <u>Length</u> <u>Rat</u>	<u>е Туре</u>	\$15,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 Week: 10/15/12 10/21/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>Rat</u>	<u>е Туре</u>	\$15 ₁ 600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>Rat</u>	<u>е Туре</u>	\$15,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 See MG 11.15, 11.16, 11.17 News M-F 6p See MG 11.15, 11.16, 11.17 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00	<u>Weekdays</u> <u>Length Rat</u> -⊤uwThF :30 \$1,200.0	<u>е Туре</u>	\$15,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 See MG 11.15, 11.16, 11.17 News M-F 6p Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length</u> <u>Rat</u>	<u>е Туре</u>	\$15,600.00 \$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 See MG 11.15, 11.16, 11.17 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a Start Date Spots/Week	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length Rat</u> -⊤uwThF :30 \$1,200.0	<u>e Type</u> θ ΝΜ	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 See MG 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 News M-F 6a Spots/Week Start Date Week: 10/01/12 End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00	<u>Weekdays</u> <u>Length Rat</u> -⊤uwThF :30 \$1,200.0	<u>e Type</u> θ ΝΜ	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 See MG 11.15, 11.16, 11.17 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/01/12 10/07/12 -TWTF 2	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length Rat</u> -⊤uwThF :30 \$1,200.0	<u>e Type</u> θ ΝΜ	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WSN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length Rat</u> -⊤uwThF :30 \$1,200.0	<u>e Type</u> θ ΝΜ	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 5 W/SN 10/08/12-10/14/12 News M-F 6p News M-F 6p See MG 11.15, 11.16, 11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Neek: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 -TWTF 3 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 News M-F 6a	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length Rat</u> -⊤uwThF :30 \$1,200.0	<u>e Type</u> θ ΝΜ	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/15/12 10/28/12 -TWTF 3 Week: 10/12/12 10/28/12 -TWTF 3 Week: 10/12/12 10/28/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 \$tart/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Rat -TuwThF :30 \$1,200.0	e Type 0 NM NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 See MG 11.15, 11.16, 11.17 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/09/12 11/02/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/14/12 -TWTF 3 Week: 10/15/12 10/28/12 -TWTF 3 Week: 10/15/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 \$tart/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length Rat</u> -⊤uwThF :30 \$1,200.0	<u>e Type</u> θ ΝΜ	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/15/12 10/28/12 -TWTF 3 Week: 10/12/12 10/28/12 -TWTF 3 Week: 10/12/12 10/28/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 \$tart/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Rat -TuwThF :30 \$1,200.0	e Type 0 NM NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/02/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12	Rate \$1,200.00 \$1,200.00 \$tart/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Rat -TuWrhF :30 \$1,200.0 :30 :30 Weekdays Length Rat	<u>E Τγρε</u> <i>θ ΝΜ</i> NM 15 NM 11	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/09/12 11/04/12 -TWTF 3 Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/15/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 4 15 WISN 10/02/12 11/04/12 -TWTF <td>Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td> <td>Weekdays Length Rat -TuWThF :30 \$1,200.0 :30 :30</td> <td><u>E Τγρε</u> <i>θ ΝΜ</i> NM 15 NM 11</td> <td>\$15,000.00</td>	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Rat -TuWThF :30 \$1,200.0 :30 :30	<u>E Τγρε</u> <i>θ ΝΜ</i> NM 15 NM 11	\$15,000.00
Start Date	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Rat -TuWrhF :30 \$1,200.0 :30 :30 Weekdays Length Rat	<u>E Τγρε</u> <i>θ ΝΜ</i> NM 15 NM 11	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 W/SN 10/08/12-10/14/12 News M-F 6p See MG 11.15, 11.16, 11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 3 Week: 10/29/12 11/04/12 -TWTF 3 3 Week: 10/29/12 11/04/12 -TWTF 3 3 Week: 10/29/12 11/04/12 -TWTF 3 Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Spots/Week Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 4 15 WISN 10/02/12 11/04/12 -TWTF 2 Spots/Week <td>Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td> <td>Weekdays Length Rat -TuWrhF :30 \$1,200.0 :30 :30 Weekdays Length Rat</td> <td><u>E Τγρε</u> <i>θ ΝΜ</i> NM 15 NM 11</td> <td>\$15,000.00</td>	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Rat -TuWrhF :30 \$1,200.0 :30 :30 Weekdays Length Rat	<u>E Τγρε</u> <i>θ ΝΜ</i> NM 15 NM 11	\$15,000.00
Start Date	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Rat -TuWrhF :30 \$1,200.0 :30 :30 Weekdays Length Rat	<u>E Τγρε</u> <i>θ ΝΜ</i> NM 15 NM 11	\$15,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order# Contract / Revision 939457 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00				
Week: 10/22/12	\$1,000.00 \$1,000.00				
		.00	NIM.	4.4	#C 200 00
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM	14	\$6,300.00
Week: 10/01/12 End Date Weekdays Spots/Week Very 10/07/12 -TWTF 2	<u>Rate</u> \$450.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$450.00				
Week: 10/15/12 10/14/12 -TWTF 3	\$450.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$450.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00				
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	į.	Ψ3,000.00
Week: 10/22/12 10/28/121 1	\$3,000.00		l		
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM	5	\$25,000.00
Start Date End Date Weekdays Spots/Week	Rate		,	_	4=0,400.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00				
Week: 10/15/12 10/21/12 1 1	\$5,000.00				
Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M: :30 \$5 ,000.00	NM		
See MG 19.6					
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM		
⊕ MG for 19.3 10/22	## 000 00				
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$5,000.00				
7700K. 11700712 17717712 2	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM		
Credited					
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				•
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00		l l		
Week: 10/15/12 10/21/121- 1	\$600.00		1		
Week: 10/22/12 10/28/121- 1	\$600.00		1		
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/121- 1	\$6,500.00		i		

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Week: 10/15/12

10/21/12

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Zongin Wook Mate	Туроброю	7 arrodat
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 WISN 10/08/12-10/14/12 College Football Game #2	230 <i>p</i> -6 <i>p</i>	\$a :30 \$6,500.00	NM NM	
See MG 22.2	200p-qp	3α .30 ψο,οσο.σο	14107	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
(h) MG for 22.1 10/13	2000 00	3α .50 ψ5,500.00	14(4)	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6 63000	-20	NIM 0	60 050 00
Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 8	\$8,250.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30 \$500.00	NM	
See MG 23.6	0-000µ111	.50 \$500.00	14141	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
⊕ MG for 15.1,23.1	1000p-11p	.50 φ1,550.00	1.4151	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10	о осории	υ .ου ψου.ου	14/4/	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000p-11p	.50 \$1,500.00	14(4)	
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	10000 110	ψη ₁ ουυ.υυ	1 1111	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	10000 110	Ψ1111 .50 Ψ1,500.50	1377	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	sa :30 \$900.00	NM	
(ii) MG for 25.2,2.4,27.1,27.2,2.3,23.2	04 0 10001	Ju .00 4000.00	1300	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a		.20		
	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate		İ	
	\$700.00			
	\$700.00	Wester 1 II B		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30 \$ 700.00	NM	
See MG 23.7,23.8,23.9,23.10	ተፖርሲ ላላ			
Week: 10/15/12 10/21/121- 1	\$700.00		1	
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	
Week: 10/01/12 10/07/121 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			

\$600.00

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Contract / Revision Alt Order # 939457 06262067 / 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

*Line Ch Start Data End Data Description	Otom!/Fod Times	Spots/	T O !	
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Wee	Start/End Time	Days Length Week Rate	Type Spots	Amount
Week: 10/22/12 10/28/121- 1	<u>k Rate</u> \$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Wee		.00	74107	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Typ</u> e	
2 W/SN 10/29/12-11/04/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/08/12 10/14/121- 1				
Week: 10/08/12	\$1,000.00 \$0.00			
Week: 10/13/12 10/28/121- 1	\$1,000.00		į	
29 WISN 10/06/12 10/20/12 ABC Prime College Footl		:30	NM 3	60 000 00
Start Date End Date Weekdays Spots/Wee		.50	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/122- 2	\$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/08/12 10/14/121- 1	-			
Week: 10/08/12	\$450.00 \$450.00			
Week: 10/22/12 10/28/121- 1	\$450.00 \$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00		ľ	
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$8,000.00
Start Date End Date Weekdays Spots/Wee	•	.50	14101	\$6,000.00
Week: 10/01/12 10/07/121 1	\$1,600.00			
Week: 10/08/12 10/14/121 1	\$1,600.00			
Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/22/12	\$1,600.00			
	\$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Wee	1030p-11p	:30	NM 4	\$3,800.00
Week: 10/08/12 10/14/121 1	<u>k Rate</u> \$950.00			
Week: 10/15/12 10/21/121 1	\$950.00			
Week: 10/22/12 10/28/121 1	\$950.00			
Week: 10/29/12 11/04/121 1	\$950.00			
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Wee	-			_
Week: 10/08/12	\$200.00		1	
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$200.00 \$200.00		1	
Week: 10/29/12 11/04/121 1	\$200.00			
	Q200.00		1	

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S _l	ots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30	NM	5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/121 1	\$500.00				
Week: 10/08/12 10/14/121 1	\$500.00				
Week: 10/15/12 10/21/121 1	\$500.00				
Week: 10/22/12 10/28/121 1	\$500.00				
Week: 10/29/12 11/04/121 1	\$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$400.00		i		
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/15/12 10/21/121 1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George Sto	ep930-1030am	:30	NM	2	\$2,000.00
Start Date	<u>Rate</u>		i		
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00		Į.		
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM	3	\$12,500.00
Start Date End Date Weekdays Spots/Week	Rate				,=======
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu :30 \$ 5,000.00	NM		
See MG 39.3,39.4					
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30 \$5,000.00	NM		
MG for 40.2,39.1					
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30 \$2,500.00	NM		
⊕ MG for 40.2,39.1					
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate		l		
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				

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| Contract / Revision | Alt Order # | 939457 / 7 | 06262067 | | Contract Dates | Product | Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/10/12 / 10/10/12

*Line Ch Start Date End Date Description	Start/End Time	Spots Days Length Week		Type Spo	s	Amount
Start Date End Date Weekdays Spots/Week	Rate					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
1 W/SN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30	\$ 2,500.00	NM		
See MG 40.3						
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	\$2,500.00	NM		
→ See MG 40.4						
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
⊕ MG for 40.3 10/02						
Week: 10/08/12 10/14/12 -1 1	\$2,500.00		. .	_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u> Type</u>		
2 W/SN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu: :30	\$ 2,500.00	NM		
See MG 39.3,39.4						
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,200.00					
	•	Maakdaya Langth	Data	Tuno		
Spot Ch <u>Date Range</u> <u>Description</u> 1 W/SN 10/01/12-10/07/12 PrivatePractice	Start/End Time Tue 9-10p	Weekdays Length -Tu :30	<u>Rate</u> \$2,200,00	<u>Type</u> NM		
See MG 41.4	rue s-rop	-1430	\$2,200.00	IVIVI		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
MG for 41.1 10/02	ma o-rop	111 .50	Ψ2,200.00	14101		
Week: 10/08/12 10/14/12 0	\$0,00					
Week: 10/15/12 10/21/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200.00	NM		
Credited			, ,	,		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate				_	40,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30	\$ 3,000.00	NM		
Credited						
Week: 10/22/12 10/28/12 -1 1	\$3,000.00					
Week; 10/29/12 11/04/12 -1 1	\$3,000.00					
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/22/12 10/28/121- 1	\$7,000.00					
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30		NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate			ļ.		
Week: 10/29/12 11/04/122- 2	\$1,300.00					
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		NM	2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/22/12 10/28/122 2	\$225.00					
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Rate					
	\$350.00					
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	Rate					
WGGR. 11/00/12 11/11/12 -1	\$350.00]		

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Contract / Revision Alt Order # 06262067 939457

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision Advertiser 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start Date	e End Dat	te Description		Start/End Time	Days	Length Week	Rate	Type Sp	ots	Amount
Start Date En	d Date	Weekdays	Spots/Week	Rate						
	11/05/12			10-1030p		:30		NM	4	\$6,400.00
		<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,600.00				1		
	/21/12 /28/12	1	1	\$1,600.00						
	/04/12	1	1	\$1,600.00						
	/11/12	1	1	\$1,600.00						
49 WISN 10/15/12	11/05/12	The View		10-11am		:30		NM	4	\$2,000.00
Start Date En	d Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,,=======
		1	1	\$500.00						
		1	1	\$500.00						
	/04/12	1	1	\$500.00				1		
	/11/12		1	\$500.00						
50 WISN 11/06/12 Start Date En	11/06/12 d Date	The View Weekdays	Spots/Week	10-11am Rate		:30		NM	1	\$500.00
		-1	<u>3pots/veek</u>	\$500.00						
51 WISN 10/15/12	11/05/12	ANDERSON	COOPER	M-F 11A-12P		:30		NM	4	\$900.00
	d Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	/21/12	1	1	\$225.00						
	/28/12	1	1	\$225.00				1		
		1	1	\$225.00						
+ +		1	1	\$225.00					_	
	11/05/12 d Date	: 3-4p Weekdays	Spots/Week	3-4p		:30		NM	2	\$1,000.00
		1	<u>3pois/veek</u>	<u>Rate</u> \$500.00						
		1	1	\$500.00						
53 WISN 11/06/12	11/06/12	3-4p	···	3-4p		:30		NM	1	\$500.00
		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
		-1	1	\$500.00						
54 WISN 10/29/12	11/05/12			4P-5P		:30		NM	2	\$1,200.00
	<u>d Date</u> /04/12	Weekdays	Spots/Week	<u>Rate</u> \$600.00						
		1	1	\$600.00						
55 WISN 10/15/12	11/05/12			5-530pm		:30		NIS.6	4	#4.000.00
		Weekdays	Spots/Week	8-830pm Rate		.30		MM	4	\$4,000.00
		1	1	\$1,000.00						
Week: 10/22/12 10/	/28/12	1	1	\$1,000.00						
Week: 10/29/12 11/	/04/12	1	1	\$1,000.00						
Week: 11/05/12 11/	/11/12	1	1	\$1,000.00						
56 WISN 10/15/12				5-6A		:30		NM	4	\$1,400.00
	d Date /21/12	<u>Weekdays</u>	Spots/Week	Rate				1		
		1	1	\$350.00 \$350.00						
		1	1	\$350.00						
		1	1	\$350.00						
57 WISN 10/08/12	······	News M-F 6)	6-630pm		:30		NM	5	\$6,000.00
Start Date En	d Date	Weekdays	Spots/Week	Rate		.00		, 4141	3	Ψ υ,υ ου.ου
Week: 10/08/12 10/	/14/12	1	1	\$1,200.00						
Week: 10/15/12 10/	/21/12	1	1	\$1,200.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 7 **Contract Dates** Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	s Amount
Start Date End Date Weekdays Spots/Wee				
Week: 10/22/12 10/28/12 1 1	\$1,200.00			
Week: 10/29/12 11/04/12 1 1	\$1,200.00			
Week: 11/05/12 11/11/12 1 1	\$1,200.00			
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM	4 \$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/12 1 1			1	
Week: 10/15/12	\$1,000.00 \$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM	1 £4.000.00
Start Date End Date Weekdays Spots/Wee	=	.50	INIVI	1 \$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM	3 \$2,550.00
Start Date End Date Weekdays Spots/Wee		,		Ψ 2 ,030.00
Week: 10/22/12 10/28/12 1 1	\$850.00			
Week: 10/29/12 11/04/12 1 1	\$850.00			
Week: 11/05/12 11/11/12 1 1	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America	7 - 9a	:30	NM	5 \$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/08/12 10/14/12 1 1				
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$1,000.00 \$1,000.00			
Week: 10/13/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	1114	4 04 000 00
Start Date End Date Weekdays Spots/Wee		.30	NM	1 \$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4 \$1,800.00
Start Date End Date Weekdays Spots/Wee			7 1141	- Ψ1 ₁ 000.00
Week: 10/15/12 10/21/12 1 1	\$450.00			
Week: 10/22/12 10/28/12 1 1	\$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1 \$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,000.00			
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Wee	630-7p, 6-630p	:30	NM	1 \$1,500.00
Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,500.00			
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	1 \$3.000.00
Start Date End Date Weekdays Spots/Wee		.50	EAIAI	1 \$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00			
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1 \$350.00
Start Date	<u>Rate</u>			. 4000.00
Week: 10/01/12 10/07/12TF 1	\$350.00			
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1 \$250.00
Start Date End Date Weekdays Spots/Week				
Week: 10/01/12 10/07/12S- 1	\$250.00		l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Revision 939457 / 7	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advartiser		ininal Data / Data

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

		υροιοι			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Weel	K Rate				
69 WISN 10/07/12 10/07/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S 1	458-6AM <u>Kate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Kate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Kate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Total	S	352	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	252	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	352	\$321,300.00	\$273,105.00

Signature:		Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station line amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liabilify to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial and other property and the control of the station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial and other property.
materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision		Alt Order#	
	939457	/ 8	1	06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			Ori	ginal Date	/ Revision
Democratic Senatorial C	ampaign Com	mittee	1	0/12/12	/ 10/12/12
	Billing Cycle	Billing	Cal	endar	Cash/Tra de
	EOM/EOC	Broade	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ideb	randt	HRP -Washing
	Special Hand	ling			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref	••		Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Type Spots Rate Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 \$3,500.00 Weekdays Start Date End Date Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 -TWTF--Week: 10/08/12 10/14/12 2 \$1,600.00 Spot Ch Description Date Range Start/End Time Weekdays Length Rate Type 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF---:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--\$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 12 \$6,000,00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 -TWTF--10/14/12 2 \$500.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Length Rate Type 3 W/SN 10/08/12-10/14/12 The View 10-11am -TuWThF---:30 \$500.00 NM See MG 11.15,11.16,11.17 4 W/SN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM \$4,750.00

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Contract / Revision Alt Order# 06262067 939457 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	•					······································
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	1	\$950.00						
	11/04/12	-TWTF	7	\$950.00						
5 WISN 10/02		•		11p-11 <u>3</u> 0p		:30		NM	8	\$6,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/05/12	10/14/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	***************************************						***************************************			
Start Date	/12 11/02/ ⁻ End Date	Weekdavs	N COOPER Spots/Week	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	<u> 2</u>	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHEV	V	12P-1P		:30		NINA		00 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/1	12 KATIE COI	JRIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				'''''	10	Ψ4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02		•		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$500.00						
		-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF -TWTF	2	\$600.00				1		
Week: 10/15/12	10/14/12	-TWTF	2 2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				İ		
***************************************				\$600.00			***			
11 WISN 10/02/ Start Date	/12 11/02/1 End Date			5-530pm		:30		MM	15	\$16,200.00
otait nate	<u>⊂na Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

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10/12/12 / 10/12/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract Dates Product Estimate #	1533		DSCC-IE	10/02/12 - 11/06/12
	 Estimate #		Product	Contract Dates
939457 / 8 06262067	 06262067	/ 8	939457	

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate Ty	peSpots Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate Tyl	peSpots Amount
Week: 10/01/12	\$1,000.00		
Week: 10/08/12	\$1,000.00		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate Type	pe
3 W/SN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00 N	
See MG 11.15,11.16,11.17			
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$ 1,000.00 N	M
See MG 11.15,11.16,11.17	M 0 500.0	-l	
15 WISN 10/11/12-10/11/12 World News Tonight ⊕ MG for 13.5,11.3,11.4,3.4,3.3	M-Su 530-6p	Th :30 \$3,000.00 N	М
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.00 N	м
(h) MG for 13.5,11.3,11.4,3.4,3.3		Ju .50 0100.50 11	141
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00 N	м
→ MG for 13.5,11.3,11.4,3.4,3.3			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00		
Week: 10/22/12	\$1,000.00		
Week: 10/29/12 11/04/12 -TwTF 3	\$1,000.00		_
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30 N	M 15 \$5,250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate		
Week: 10/01/12	\$350.00 \$350.00		
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00 \$350.00		
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00		
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00		
13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30 N	M 13 \$15.600.00
Start Date End Date Weekdays Spots/Week	Rate	.00	M 13 \$15,600.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,200.00		
Week: 10/08/12	\$1,200.00		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate Ty	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 \$4 ,200.00 A	IM
See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF 3	¢1 200 00		
Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00 \$1,200.00		
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00		
			
14 WISN 10/02/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week	6-7A Rate	:30 N	IM 15 \$15,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00		
Week: 10/08/12	\$1,000.00		
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00		
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00		
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00		
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30 N	IM 10 \$8,500.00
Start Date End Date Weekdays Spots/Week	Rate		,=,======
Week: 10/01/12	\$850.00		
Spot Ch Date Range Description	Start/End Time		<u>pe</u>
1 WISN 10/01/12-10/07/12 Entertainment Tonight See MG 23.6	630p-7pm	-TuWThF :30 \$850.00 A	IM
Week: 10/08/12	\$850.00		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate Ty	r <u>pe</u>
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm		VM
See MG 31.6		102 \$000,00 11	

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	Contract / Revision 939457 / 8	Alt Order # 06262067			
Contract Dates	Product	<u>Estimate #</u>			
10/02/12 - 11/06/12	DSCC-IE	1533			

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start i	Date End D	ate Descriptio	n	Start/End Time	Days	Spot Length Wee		TypeS	inote	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Daya	Echgin Wee	ik Kete	Турес	pota	Amount
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/	11/02/	12 Good Morn	ing America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						1=1,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12 10/28/12	-TWTF	4	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF -TWTF	5 5	\$1,000.00				1		
-				\$1,000.00						
17 WISN 10/02/ Start Date	′12 11/02/1 End Date			9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00				1		
18 WISN 10/26/	12 10/26/	2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					•	Ψ0,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08/		12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$5,000.00				1		
Week: 10/13/12	10/21/12 10/28/12	1 1	1	\$5,000.00						
	ite Range	Description	•	\$5,000.00 Start/End Time	Mookda	um Longth	Dete	T		
3 W/SN 10			<u>1</u>	Prime Other	Weekda M	<u>ys Length</u> :30	<u>Rate</u> \$5,000.00	<u>Τγρe</u> <i>NM</i>		
See MG 19		TE Dunoning		Filine Other	tal	.30	\$0,000.00	IVIVI		
6 WISN 10	-	/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
MG for 19.	3 10/22	ū		ľ			7-10-0-10-0			
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22/	/12 10/29/	12 Castle		Mon 9-10p		:30		NM	1	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						. ,
Week: 10/22/12	10/28/12	1	1	\$4,000.00				_		
Spot Ch Da 1 WISN 10	te Range	Description (12 Coeffe	1	Start/End Time	Weekda		Rate	<u>Type</u>		
Credited	122112-10/20	/12 Castle		Mon 9-10p	M 	:30	\$ 1,000.00	NM		
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06/		12 Late News		10-1035p		:30		NM	-	60.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		1/1/1/1	5	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00				l		
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
22 WISN 10/13/		12 College Foo	otball Game #2	230p-6p		:30		NM	1	\$6,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, -
Week: 10/08/12	10/14/12	1-	1	\$6,500.00				l		

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision	Alt Order #	
	939457 / 8	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	<u>Weekdays Length Rate</u> Sa :30 \$6,500.00	<u>Type</u> NM	
See MG 22.2		7.00 \$0,000.00		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30 \$6,500.00	NM	
⊕ MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00		İ	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	sa :30 \$500.00	NM	
See MG 23.6				
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
(f) MG for 15.1,23.1 Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	\$500.00 Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm		<u>Type</u> NM	
See MG 23.7,23.8,23.9,23.10	,-		7	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	4000m 44			
8 WISN 10/10/12-10/12/12 Late News 1030PM → MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
Week: 10/15/12	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456- <i>6</i> AM	.20	hia a	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM	
See MG 23.7,23.8,23.9,23.10	4744			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$700.00 \$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00 \$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	-20	NINE C	#0 000 oc
Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u>	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00		1	
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		l	

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		Alt Order # 06262067
Contract Dates	- managaran and a sama	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

Spots/		
Week	Rate	Tyne 5

					S	pots/			
*Line Ch Start [Date End D	ate Description	า	Start/End Time	Days Length V	Veek Rate	Type S _l	oots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/22/12	10/28/12	1-	1	\$600.00					
Week: 10/29/12	11/04/12	1-	1	\$600.00					
27 WISN 10/20/	12 11/03/1	2 SA 630-7p		630p-7p	:30		NM	0	\$0.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					45.55
Week: 10/15/12	10/21/12	1-	1	\$500.00					
	<u>te Range</u>	<u>Description</u>		Start/End Time	Weekdays Lengt	th <u>Rate</u>	<u>Type</u>		
		/12 SA 630-7p		630p-7p	Sa :3	80 \$ 500.00	NM		
	3. 7,23.8,23 .9	,23.10							
Week: 10/22/12	10/28/12		0	\$0.00			l		
Week: 10/29/12	11/04/12	1-	1	\$500.00					
	te Range	Description		Start/End Time	<u>Weekdays</u> <u>Leng</u>		<u>Type</u>		
		/12 SA 630-7p		630p-7p	Sa :3	30 \$500.00	NM		
4	3.7,23.8,23.9								
28 WISN 10/13/		2 Sat 630-7p		630-7p	:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			I.		
Week: 10/08/12	10/14/12	1-	1	\$1,000.00					
Week: 10/15/12	10/21/12		0	\$0.00					
Week: 10/22/12	10/28/12	1-	1	\$1,000.00					
29 WISN 10/06/		2 ABC Prime	College Footbal	7-1030p	:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/01/12	10/07/12	1-	1	\$1,000.00					
Week: 10/08/12	10/14/12		0	\$0.00					
Week: 10/15/12	10/21/12	2-	2	\$1,000.00					
30 WISN 10/13/				7-9 a m	:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/08/12	10/14/12	1-	1	\$450.00					
Week: 10/15/12	10/21/12	1-	1	\$450.00					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1-	1	\$450.00					
				\$450.00					
N 31 WISN 10/07/			· .	10p-1030p	:30		NM	5	\$8,850.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate					
Week: 10/01/12 Week: 10/08/12	10/07/12	_	1	\$1,600.00			1		
	10/14/12	1	1	\$1,600.00	Mariana		_		
	<u>te Range</u>	Description	•	Start/End Time	Weekdays Leng		<u>Type</u>		
2 W/SN 10 See MG 3		/12 Late News	тортп	10p-1030p	St ::	30 \$1,600.00	NM		
		/12 World New	e Tonight	M-Su 530-6p	M ::	30 \$2.450.00	NIA		
⊕ MG for 31.		12 World NOW	3 rollight	M-30 330-0p	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	30 \$2,450.00	NM		
Week: 10/15/12	10/21/12	1	1	\$1,600.00					
Week: 10/22/12		_	i i	\$1,600.00			1		
Week: 10/29/12	11/04/12	1	1	\$1,600.00					
			***************************************		.00				
32 WISN 10/14/ Start Date	End Date	i2 Late News : Weekdays	Spots/Week	1030p-11p	:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	vveekdays 1	<u>300(3/VVEeK</u> 1	<u>Rate</u> \$950.00					
Week: 10/15/12	10/21/12	1	1	\$950.00					
Week: 10/10/12 Week: 10/22/12	10/28/12	1	1	\$950.00					
Week: 10/29/12	11/04/12	1	1	\$950.00 \$950.00					
33 WISN 10/14/			1						***
33 VVISIN 10/14/	12 11/04/	12 Su 458-6a		458-6AM	:30		NM	4	\$800.00

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Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*line Ch Stort	Data End D	ota Danadatia	_	0.00	_	Spot			_	
*Line Ch Start Start Date		· · · · · · · · · · · · · · · · · · ·		Start/End Time	Days	Length Wee	ek Rate	TypeS	Spots	Amount
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00				ŀ		
Week: 10/29/12	11/04/12	1	1	\$200.00				Ī		
34 WISN 10/07	/12 11/04/	12 News Sun :	530pm	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				''''	J	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$500.00						
			1	\$500.00						
35 WISN 10/07/			0	6-7a		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	- 1	1	\$400.00				ŀ		
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	 1	1	\$400.00						
36 WISN 10/21/	/12 10/21/	12 Once		Sun 7-8p		:30		NM	1	¢2 500 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1.4161	ı	\$2,500.00
Week: 10/15/12	10/21/12	 1	1	\$2,500.00						
37 WISN 10/07/				7-9am		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	<u>-</u> 1	1	\$400.00						
Week: 10/15/12	10/14/12	1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	 1	1	\$400.00						
38 WISN 10/14/	/12 11/04/1	2 This Week	With George Ste			:30	^	N0.4		40.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/			ilts	Tue 7-8p		:30		NM	3	\$12,500.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -1	Spots/Week	Rate						, , , , , , , ,
	ite Range		. 1	\$5,000.00			_			
		<u>Descriptior</u> 12 DanceResi		Start/End Time	Weekday		Rate	<u>Type</u>		
See MG 39		12 Dancertes	uns	Tue 7-8p	-Tu	:30	\$ 5,000.00	NM		
		12 DWTS Res	sults	Tue 8-9p	-Tu - -	:30	\$5,000.00	NM		
MG for 40.	2,39.1						40,000.00	1 4141		
		12 DWTS- Jud	dges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
⊕ MG for 40.	•									
Week: 10/15/12	10/21/12		0	\$0.00				į		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/			• • • • •	Tue 8-9p		:30		NM	1	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week	Rate						
**************************************	10/0//12	T	1	\$2,500.00				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Start Date

45 WISN 10/28/12

Start Date

WISN 10/22/12

WISN 11/06/12

Start Date

Start Date

Week: 10/29/12

Week: 10/22/12

Week: 10/22/12

Week: 11/05/12

End Date

11/04/12

End Date

10/28/12

End Date

10/28/12

End Date

11/11/12

10/28/12

10/22/12

11/06/12

<u>Weekdays</u>

Weekdays

<u>Weekdays</u>

<u>Weekdays</u>

Sun 9-930A

General Hospital

General Hospital

Spots/Week

2

Spots/Week

2

Spots/Week

Spots/Week

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/12/12 Democratic Senatorial Ca / 10/12/12

Spots/

Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Spot Ch Date Range **Description** Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -TII-----:30 \$2,500.00 NM See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p -Tu-----:30 \$2,500.00 NM ⊕ See MG 40.4 4 WISN 10/01/12-10/07/12 DWTS Tue 7-8p -Til------:30 \$2,500.00 NM MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1----**-**\$2,500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 WISN 10/08/12-10/14/12 HappyEnd Tue 8-9p :30 \$2,500.00 NM See MG 39.3,39.4 41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p :30 NM \$4,400.00 Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 10/01/12 \$2,200.00 10/07/12 Spot Ch Date Range Description Start/End Time Weekdays **Length** Type Rate 1 WISN 10/01/12-10/07/12 Private Practice Tue 9-10p :30 \$2,200.00 NM See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p ----Th-----:30 \$2,200.00 NM MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 \$2,200.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Type 2 W/SN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu-----:30 \$2,200.00 NM Credited Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 -1----\$2,200,00 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM \$6,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 -1----\$3,000,00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu-----:30 \$3.000.00 NM Credited Week: 10/22/12 10/28/12 -1---- 1 \$3,000.00 Week; 10/29/12 11/04/12 -1----\$3,000.00 43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM \$7,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 ----1-\$7,000.00 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM \$2,600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

Rate

Rate

Rate

\$350.00

\$225.00

\$350.00

2-3pm/1-2p

2-3pm/1-2p

:30

:30

:30

NM

NM

NM

2

1

\$450.00

\$350.00

\$350.00

\$1,300.00

9-930A

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Contract / Revision Alt Order# 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Said Date End Date Weekdays Spois/Week Rate Type Spots Amount	*Line Ch Start	Date End [Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	Type	`noto	^ +
Miss 10/15/12 11/16/12 11/16/12 11/16/12 1 1 1 1 1 1 1 1 1						Dayo	Longin week	Nate	Type a	pois	Amount
Start Date End Date Meskidays Spots/Week Rate Spots/Week Spots			/12 Late News	10PM		·	:30		NIM	4	\$6 400 00
Week: 10/28/12 10/28/12 1				Spots/Week	•		.00		14141	-+	⊅0₁400.00
Week: 10/26/12 11/06/12 11			_	1	•						
Week: 1705/12 1716/12			1	1					- 1		
49 WISN 10/15/12 11/05/12 The View Sart Date Meekdays Spots/Week Socious Section S			1	1					1		
Start Date End Date Weekidays Spots/Week Spots/Week 10/22/12 10/28/12 1 1 \$500.00	·		1	<u> </u>							
Week: 10/15/12 10/21/12 1				SpoteMiook			:30		NM	4	\$2,000.00
Week: 10/28/12 10/28/12 1 1 \$500.00 Week: 10/28/12 11/16/12 1 1 \$500.00 Week: 11/05/12 11/16/12 1 1 \$500.00 Sint Date End Date Weekdays 1 11/16/12 1 1 \$500.00 Sint Date End Date Weekdays 1 \$500.00 Week: 10/16/12 10/16/12 10/16/12 10/16/12 1 1 \$500.00 Week: 10/16/12 10/16/12 10/16/12 1 1 \$225.00 Week: 10/28/12 11/08/12 1 1 \$225.00 Week: 10/28/12 11/08/12 1 1 \$225.00 Sint Date End Date Weekdays Spots/Week 1 \$225.00 Week: 10/28/12 11/08/12 1 1 \$225.00 Sint Date End Date Weekdays Spots/Week Spots/W				1							
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Week: 11/05/12	Week: 10/29/12	11/04/12	1	1							
Sign Date Meek days Spots/Week Rate S500.00	Week: 11/05/12	11/11/12	1	1	\$500.00						
Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rat	50 WISN 11/06	/12 11/06/	12 The View		10-11am		·30		NAA	4	PE 0.0 00
Siart Date Sha				Spots/Week			.00		14141	1	2200.00
Start Date End Date Weekdays Spots/Week Rate S225.00				····	\$500.00						
Sign Date End Date Weekdays Spots/Week Rate S225.00				N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
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Week: 10/29/12				SnoteMaak	•		:30		NM	2	\$1,000.00
Week: 11/05/12 11/11/12 1 1 \$500.00											
S3 WISN 11/06/12 11/06/12 3-4p Spots/Week S500.00	Week: 11/05/12	11/11/12	1	1							
Start Date Week: 11/05/12 11/05/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.00	53 WISN 11/06/	/12 11/06/	12 3-4p				•20				
Meek: 11/05/12		End Date		Spots/Week	•		.50		INIVI	1	\$500.00
Start Date Week: 10/29/12 11/05/12 1		*****	-1								
Start Date End Date Weekdays Spots/Week Rate S600.00			12 DR. OZ		4P-5P		:30		NM	2	¢1 200 00
Week: 11/05/12 11/11/12 1 1 \$600.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Week: 10/15/12 End Date 10/21/12 Weekdays Spots/Week S1,000.00 Rate S1,000.00 1 \$1,000.00 <				Spots/Week	<u>Rate</u>				14191	2	\$1,200.00
55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Week: 10/15/12 11/11/12 1 1 \$1,000.00 Week: 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date Week 10/15/12 10/21/12 1 1 \$350.00 Week: 10/15/12 10/21/12 1 1 \$350.00 Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 11/05/12 11/11/12 1 1 \$350.00 Week: 11/05/12 11/11/12 1 1 \$350.00 Start Date Weekdays Spots/Week Rate Week: 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00 Start Date Weekdays 10/14/12 1 1 \$1,200.00 Week: 10/08/12 10/14/12 1 1 \$350.00 Week: 10/08/12 10/08/12 10/08/12 10/08/12 10/08/12 10/08			-	•							
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57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$1,200.00			-	1							
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March 40 40 40 40 40 40 40 40 40 40 40 40 40			Weekdays	Spots/Week	Rate					•	\$5,555,55
\$1,200.00			1	1							
		· VIE II IE	<u>.</u>	ı	\$1,200.00						

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10/12/12 / 10/12/12



	Contract / Revision 939457 / 8	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u>	riginal Date / Revision

Democratic Senatorial Ca

				[23.11]	0010100	Stateria: Oa				
						Spots/				
*Line Ch Start		ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
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58 WISN 10/15 <u>Start Date</u> Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	/12 11/05/ <u>End Date</u> 10/21/12 10/28/12 11/04/12 11/11/12	12 News M-F (Sa Spots/Week 1 1 1 1	6-7A <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00		:30		NM	4	\$4,000.00
59 WISN 11/06 Start Date Week: 11/05/12	/12 11/06/ End Date 11/11/12	12 News M-F 6 Weekdays -1	Spots/Week 1	6-7A <u>Rate</u> \$1,000.00		:30		NM	1	\$1,000.00
60 WISN 10/22 Start Date Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	/12 11/05/ <u>End Date</u> 10/28/12 11/04/12 11/11/12	12 Entertainme Weekdays 1 1	ent Tonight <u>Spots/Week</u> 1 1	630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00		:30		NM	3	\$2,550.00
61 WISN 10/08 Start Date Week: 10/08/12 Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	712 11/05/ End Date 10/14/12 10/21/12 10/28/12 11/04/12 11/11/12	12 Good Morni	ng America Spots/Week 1 1 1 1 1 1	7-9a Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00		:30		NM	5	\$5,000.00
62 WISN 11/06 Start Date Week: 11/05/12	/12 11/06/ End Date 11/11/12	12 Good Morni <u>Weekdays</u> -1	ng America <u>Spots/Week</u> 1	7-9a <u>Rate</u> \$1,000.00		:30		NM	1	\$1,000.00
63 WISN 10/15 Start Date Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	712 11/05/ End Date 10/21/12 10/28/12 11/04/12 11/11/12	12 LIVE WITH Weekdays 1 1 1	KELLY! Spots/Week 1 1 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00 \$450.00		:30		ММ	4	\$1,800.00
64 WISN 10/06 <u>Start Date</u> Week: 10/01/12	/12 10/06/ End Date 10/07/12	12 PostBadge <u>Weekdays</u> S-	<u>Spots/Week</u> 1	PostBadger <u>Rate</u> \$1,000.00		:30		NM	1	\$1,000.00
Week: 10/01/12	End Date 10/07/12	Weekdays S-	gerPost <u>Spots/Week</u> 1	630-7p, 6-6 3 0p <u>Rate</u> \$1,500.00		:30		NM	1	\$1,500.00
66 WISN 10/04 <u>Start Date</u> Week: 10/01/12		12 LastResort <u>Weekdays</u> T	Spots/Week 1	Thu 7-8p <u>Rate</u> \$3,000.00		:30		NM	1	\$3,000.00
67 WISN 10/04 <u>Start Date</u> Week: 10/01/12		12 News M-F t <u>Weekdays</u> TF	5a <u>Spots/Week</u> 1	5-6A <u>Rate</u> \$350.00		:30		NM	1	\$350.00
68 WISN 10/06 <u>Start Date</u> Week: 10/01/12		12 Sa 458-6a <u>Weekdays</u> S-	Spots/Week 1	456-6AM <u>Rate</u> \$250.00		:30		NM	1	\$250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confiracts, insertion orders, copy instructions or any correspondence when such conflict with the

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/12/12

/ 10/12/12



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revis	on	Alt Order #		
	939457 /	8	06262067		
Contract Dates	Product		Estimate #		
10/02/12 - 11/06/12	DSCC-IE		1533		
Advertiser		10	iginal Date / Revision		

Spots/

Democratic Senatorial Ca

		Opotor			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			***************************************	
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	ММ	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Total	S	351	\$321,300.00

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 251 \$197.285.00 \$232,100.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 351 \$321,300.00 \$273,105.00

Signature:	Date:	
_		

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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision	Ţ,	Alt Order #		
	939457	/ 9	ŀ	06262067		
Product						
DSCC-IE						
Contract Dates	Estimate #					
10/02/12 - 11/06/12	1533					
<u>Advertiser</u>			Ori	ginal Date	Revision	
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/18/12	/ 10/18/12	
	Billing Cycle	Billing	Cale	endar	Cash/Trade	
	EOM/EOC	Broado	cast		Cash	
	Station	Ассоці	nt E	xecutive	Sales Office	
	WISN	Will Hi	ldeb	randt	HRP -Washingto	
	Special Hand	ling				
	Demographic Adults 35+	·····				
	IDB# 8091	Advert	iser	<u>Code</u>	Product Code 53	
	Agency Ref			Advertiser		

		Spo	ots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length We	ek Rate	Type S	Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	***************************************	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/We						+0,000.00
Week: 10/01/12	\$350.00					
Week: 10/08/12	\$350.00					
Week: 10/15/12	\$350.00					
Week: 10/22/12	\$350.00			1		
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00					
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30		NM	13	\$20,800.00
Start Date End Date Weekdays Spots/We	<u>ek</u> <u>Rate</u>					420,000.00
Week: 10/01/12	\$1,600.00					
Week: 10/08/12	\$1,600.00			ŀ		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10						
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$1, 600.00	NM		
See MG 23.7,23.8,23.9,23.10						
Week: 10/15/12	\$1,600.00					
Week: 10/22/12	\$1,600.00					
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			1		
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	***************************************	NM	11	\$5,500.00
Start Date End Date Weekdays Spots/We	<u>ek</u> <u>Rate</u>					45,000.00
Week: 10/01/12	\$500.00					
Week: 10/08/12	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30	\$500.00	NM		
See MG 11.15,11.16,11.17						
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30	\$500.00	NM		
See MG 11.15,11.16,11.17						
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30	\$500.00	NM		
See MG 5.9,5.10,5.11						

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10/18/12 / 10/18/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 9	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser	<u>O</u> I	iginal Date / Revision	

Democratic Senatorial Ca

								[
							Spots	1			
*Line Ch Start I	Date End D		n	Start/End Time	Days	Length			Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					T		
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00							
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00							
4 WISN 10/02/				1030p-11p		:30			NM	5	\$4,750.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate					1		
Week: 10/08/12	10/07/12	-TWTF	1	\$950.00 \$950.00							
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00 \$950.00							
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00							
Week: 10/29/12	11/04/12	-TWTF	, 1	\$950.00							
N 5 WISN 10/02/		12 Nightline	•								_
Start Date	End Date	Weekdays	Spots/Week	11p-1130p Rate		:30			NM	10	\$8,900.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	\$750.00							
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00							
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00							
Spot Ch Da	te Range	Description	1	Start/End Time	Weekday	s Leng	ath	Rate	<u> Type</u>		
3 W/SN 10	/15/12-10/21/	/12 Nightline		11p-1130p	-TuWTh		30	\$750.00	NM		
	9,5.10,5.11										
9 WISN 10/			s Tonight	*Sun 5-530p		Sι :	30	\$1,500.00	NM		
									1		
10 WISN 10/			s Tonight	*Sun 5-530p		Si :	30	\$1,500.00	NM		
			7.0-	7.0		_					
⊕ MG for 3.7.			/-9a	7-9am		SL :	:30	\$650.00	NM		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00							
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00							
6 WISN 10/02/				M-F 11A-12P							
Start Date	End Date	Weekdays	Spots/Week	Rate		:30			NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00							
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00							
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00							
Week: 10/22/12	10/28/12	-TWT#	3	\$225.00							
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00							
7 WISN 10/09/	12 11/02/1	2 THE CHEW	1	12P-1P		:30	***		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					· · · · · · · · · · · · · · · · · · ·	Ů	Ψ2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00							
Week: 10/15/12	10/21/12	-TWT#	2	\$300.00							
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00							
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00							
8 WISN 10/02/		2 KATIE COL		M-F 2-3P		:30			NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate							
Week: 10/01/12 Week: 10/08/12	10/07/12		2	\$400.00							
Week: 10/05/12	10/14/12	-TWTF -TWTF	2	\$400.00					1		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2 2	\$400.00 \$400.00							
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00 \$400.00							
9 WISN 10/02/		********		·····				********			
9 WISN 10/02/ Start Date	12 11/02/1 End Date	2 3-4p Weekdays	Cnote Minet	3-4p		:30			NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$500.00							
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00							
			_								

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See MG 5.9,5.10,5.11

10/28/12

-TWTF--

3

Week: 10/22/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 9 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

		<u></u>						
				Spot	is/			
*Line Ch Start Date End Date Desc		Start/End Time	Days Leng	th Wee	k Rate	Type S	Spots	Amount
Start Date End Date Weekday		<u>Rate</u>						•
Week: 10/15/12 10/21/12 -TWTF	-	\$500.00						
Week: 10/22/12	_	\$500.00						
		\$500.00						
10 WISN 10/02/12 11/02/12 DR. O		4P-5P	;	30		NM	10	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekday</u> Week: 10/01/12 10/07/12 -TWTF		Rate						
Week: 10/08/12 10/14/12 -TWTF	-	\$600.00 \$600.00						
Week: 10/15/12 10/21/12 -TWTF		\$600.00						
Week: 10/22/12 10/28/12 -TWTF	-	\$600.00						
Week: 10/29/12 11/04/12 -TWTF	_	\$600.00						
	M-F 5p	5-530pm		30		NIL 4	4 ==	040.000.00
Start Date End Date Weekday	•	Rate	•	30		NM	15	\$16,200.00
Week: 10/01/12 10/07/12 -TWTF		\$1,000.00						
Week: 10/08/12 10/14/12 -TWTF	. 3	\$1,000.00						
Spot Ch Date Range Descri	ription_	Start/End Time	Weekdays L	ength	Rate	Туре		
3 W/SN 10/08/12-10/14/12 News	: M-F 5p	5-530pm	-TuWThF	:30	\$1,000.00	NM		
See MG 11.15,11.16,11.17						· ·		
	: M-F 5p	5-530pm	-TuWThF	:30	\$1,000.00	NM		
See MG 11.15,11.16,11.17								
15 WISN 10/11/12-10/11/12 World	News Tonight	M-Su <i>5</i> 30- <i>6</i> p	Th	:30	\$3,000.00	MM		
MG for 13.5,11.3,11.4,3.4,3.3 MSN 10/13/12-10/13/12 Colle	ne Football Came #1	110 220	c -	.00				
⊕ MG for 13.5,11.3,11.4,3.4,3.3	ge mootball Gaille #1	11a-230	Sa	:30	\$700.00	NM		
17 WISN 10/12/12-10/12/12 Jimm	v Kimmel	1130-1230a	F	:30	\$500.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3	,	1100 12000	•	.50	\$500.00	IAIAI		
Week: 10/15/12 10/21/12 -TWTF	3	\$1,000.00						
Week: 10/22/12 10/28/12 -TWTF	3	\$1,000.00						
Week: 10/29/12 11/04/12 -TWTF	3	\$1,000.00						
12 WISN 10/02/12 11/02/12 News	M-F 5a	5-6A		30		NM	15	\$5,250.00
Start Date End Date Weekday		<u>Rate</u>	·			1,000	10	Ψ5,250.00
Week: 10/01/12 10/07/12 -TWTF	-	\$350.00						
Week: 10/08/12	-	\$350.00						
Week: 10/15/12 10/21/12 -TWTF	=	\$350.00						
Week: 10/22/12 10/28/12 -TWTF	_	\$350.00						
Week: 10/29/12 11/04/12 -TWTF	· · · · · · · · · · · · · · · · · · ·	\$350.00	····					
	M-F 6p	6-630pm	:	30		NM	11	\$13,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekday</u> Week: 10/01/12 10/07/12 -TWTF		<u>Rate</u>						
Week: 10/08/12 10/14/12 -TWTF	_	\$1,200.00 \$1,200.00						
Spot Ch Date Range Descr	_	Start/End Time	Mookdova	a m arth	D-4-	I		
	M-F 6p	6-630pm	Weekdays L -TuWThF	<u>ength</u> :30	<u>Rate</u> \$1,200.00	<u>Type</u>		
See MG 11.15,11.16,11.17	ор	0-030pm	- UW	.50	₽1,2∪∪.∪∪	NM		
Week: 10/15/12 10/21/12 -TWTF	3	\$1,200.00						
Spot Ch Date Range Descr		Start/End Time	Weekdays L	ength	Rate	<u>Type</u>		
	M-F 6p	6-630pm	-TuWThF	:30	\$1,200.00	NM		
See MG 5.9,5.10,5.11					,	'''''		
	M-F 6p	6-630pm	-TuWThF	:30	\$1,200.00	NM		
See MG 5 0 5 10 5 11								

\$1,200.00

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(h) MG for 19.3 10/22

11/04/12

Week: 10/29/12

Contract / Revision Alt Order# 939457 06262067 / 9 Contract Dates Product Estimate # DSCC-IE

10/02/12 - 11/06/12	DSCC-IE	1533		
Advertiser		Original Date	e / Revision	
Democratic Senatorial	Ca	10/18/12	/ 10/18/12	

*Line Oh Chart Data Full Data Description		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 3	<u>Rate</u> \$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			7.0,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00			
	\$1,000.00			
	\$1,000.00	*****		
15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 10	\$8,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate			
Spot Ch Date Range Description	\$850.00	Madalasa Laurili D.	_ l	
1 W/SN 10/01/12-10/07/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate -TuwThF :30 \$850.00	<u>Type</u>	
See MG 23.6	030p-7pm	-TuWThF :30 \$850.00	NM	
Week: 10/08/12	\$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuwThF :30 \$850.00	NM	
See MG 31.6		,50 \$500,00	14141	
Week: 10/15/12	\$850.00			
Week: 10/22/12	\$850.00			
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00			
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM 21	\$21,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	,,,,		φ21,000.00
Week: 10/01/12	\$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00			
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00			
Week: 10/29/12 11/04/12 -TwTF 5	\$1,000.00			
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM 14	\$6,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	Rate			
	\$450.00			
Week: 10/08/12	\$450.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$450.00 \$450.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00 \$450.00			
18 WISN 10/26/12 10/26/12 2020				
Start Date End Date Weekdays Spots/Week	Fri 9-10p	:30	NM 1	\$3,000.00
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$3,000.00			
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM 5	\$25,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			425,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00			
Week: 10/15/12 10/21/12 1 1	\$5,000.00			
Week: 10/22/12 10/28/12 1 1	\$5,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing See MG 19.6	Prime Other	M:30 \$5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing	Man 7 0-			
Ο VVION 10/22/12-10/20/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	

\$5,000.00

1

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Original Date / Revision



	Contract / Revision 939457 / 9	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	lo	riginal Date / Revision

The state of the s	Der	10/18/12			
***		Spots/			
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time		Type S	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$5,000.00			***	
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	£4.000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00	· · ·	(4)//	ı	\$4,000.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
1 W/SN 10/22/12-10/28/12 Castle Credited	Mon 9-10p	M:30 \$4,000.00	NM		
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Week: 10/01/12 End Date Weekdays Spots/Week	<u>Rate</u> \$600.00			Ū	Ψ5,000.00
Week: 10/08/12 10/14/121 1	\$600.00				
Week: 10/15/12 10/21/121 1	\$600.00				
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$600.00				
4	\$600.00				
Charles Fred B.	230p-6p	:30	NM	1	\$6,500.00
Week: 10/08/12 10/14/121- Spots/Week	<u>Rate</u> \$6,500.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> Rate	Type		
1 W/SN 10/08/12-10/14/12 College Football Game #2	230 <i>p-</i> 6p	\$a :30 \$6,500,00	<u>Type</u> NM		
See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER		,,,,,,,			
● MG for 22.1 10/13	230p-6p	Sa :30 \$6,500.00	NM		
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	8	\$9.0E0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00			Ū	\$8,250.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Tuna		
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30 \$500.00	<u>Type</u> NM		
See MG 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM	1020 14				
MG for 15.1,23.1	1030p-11p	MTuWThF :30 \$1,350.00	NM		
Week: 10/08/12 10/14/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 \$500.00	NM		
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1.500.00			
MG for 25.2,2.4,27.1,27.2,2.3,23.2	. 0 - 0 P 1 1 P	WThF :30 \$1,500.00	NM		
8 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM		
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	- write			
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000p-11p	WThF :30 \$1,500.00	NM		
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900,00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/12 1- 1	0500 **				
Week: 10/22/12 10/28/121- 1	\$500.00 \$500.00				
Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	120			
Start Date End Date Weekdays Spots Meek	Rate	:30	NM	4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00				

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Hearst lelevision inc, does not discriminale in the sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision	Alt Order#
	939457 / 9	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Start Date End Date Description	0	Spots/		
	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121- 1	<u>Rate</u> \$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$2,800.00
Week: 10/01/12 10/07/121 1	\$700.00			
Week: 10/08/12 10/14/121 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	 Sa :30 \$700.00	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1	6700.00			
Week: 10/22/12 10/28/121- 1	\$700.00 \$700.00			
Week: 10/29/12 11/04/121 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA				
Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u>	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	Rate			Φ0.00
Week: 10/15/12	\$500.00			
1 W/SN 10/15/12-10/21/12 SA 630-7p	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	630 <i>p-7p</i>	Sa :30 \$500.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
2 WISN 10/29/12-11/04/12 SA 630-7p	630 <i>p-7p</i>	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10		, , , , , , , , , , , , , , , , , , , ,	14111	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 3	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1	Rate			Ψ2,000.00
Court Oh D / D	\$1,000.00			
<u>Spot Cn Date Range Description</u> 1 W/SN 10/08/12-10/14/12 Sat 630-7p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 28.3,28.4	630-7p	Sa :30 \$1,000.00	NM	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00		
→ MG for 28.1 10/13	1100 12000	-TuwThF :30 \$500.00	NM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00	NM	
⊕ MG for 28.1 10/13		, , , , , , , , , , , , , , , , , , ,		
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/121 1	\$0.00			
	\$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal Start Date End Date Weekdays Spots Meek	7-1030p	:30	NM 3	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			40,000,00
Week: 10/08/12 10/14/12 0	\$1,000.00 \$0.00			
Week: 10/15/12 10/21/122- 2	\$0.00 \$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a				
11000 Od(7-3a	7-9am	:30	NM 4	\$1,800.00

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Heerst television inc. does not discriminate in the sale of advertision time, and will accept no advertision which is pleased with accept not advertision which is pleased with accept not advertision which is pleased with accept not advertision which is pleased with accept not advertision which is pleased with accept not advertision which is pleased with accept not advertision which is pleased with accept not advertision which is pleased with accept not advertision which is pleased with accept not advertising the notation and accept notation and accept not advertision which is pleased with accept notation.

Specified.

Heerst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 9 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	. <u>Rate</u> \$450.00			
Week: 10/15/12 10/21/121- 1	\$450.00			
Week: 10/22/12 10/28/121- 1	\$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$0 9E0 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1		.00	INIVI 5	\$8,850.00
Media dologido	\$1,600.00			
vveek: 10/08/12	\$1,600.00	144 1 1 1 2 2 2 2 2		
2 WISN 10/08/12-10/14/12 Late News 10pm	Start/End Time 10p-1030p	Weekdays Length Rate	<u>Type</u>	
See MG 31.6	10μ-1030μ	 St :30 \$1,600.00	NM	
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M: :30 \$2,450.00	NM	
⊕ MG for 31.2,15.4	· ·	72, 100.00	14101	
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$1,600.00			
Week: 10/22/12	\$1,600.00			
	\$1,600.00			
	1030p-11p	:30	NM 4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	<u>Rate</u> \$950.00			
Week: 10/15/12 10/21/121 1	\$950.00			
Week: 10/22/12 10/28/121 1	\$950.00			
Week: 10/29/12 11/04/121 1	\$950.00			
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30	NM 4	# 000 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121	<u>Rate</u>	.00	NM 4	\$800.00
14/ 1 40/15/10	\$200.00			
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121 1	\$200.00 \$200.00			
34 WISN 10/07/12 11/04/12 News Sun 530pm				
Start Date End Date Weekdays Spots/Week	530-6p <u>R</u> ate	:30	NM 5	\$2,500.00
Week: 10/01/12 10/07/121 1	\$500.00			
Week: 10/08/12 10/14/121 1	\$500.00			
Week: 10/15/12 10/21/121 1	\$500.00			
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$500.00			
	\$500.00			
35 WISN 10/07/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	:30	NM 5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$400.00			.=,:::::::
Week: 10/08/12 10/14/121	\$400.00			
Week: 10/15/12 10/21/121 1	\$400.00			
Week: 10/22/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM 1	60 E00 00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121 1	Rate		NM 1	\$2,500.00
	\$2,500.00			
37 WISN 10/07/12 11/04/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am	:30	NM 5	\$2,000.00
Week: 10/01/12	<u>Rate</u> \$400.00			,
• • • • •	\$400.00			

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	Contract / Revision	Alt Order #
	939457 / 9	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

A 4) 41	
Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/18/12 / 10/18/12

	L	· · · · · · · · · · · · · · · · · · ·			L		
*Line Ch Start Date End Date Description	Start/End Time	Dav 1	Spo				
Start Date End Date Weekdays Spots/Week	Start/End Time	Days L	ength We	ek Rate	Type S	pots	Amount
Week: 10/08/12 10/14/121 1	<u>Rate</u> \$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
38 WISN 10/14/12 11/04/12 This Week With George Ste	ep930-1030am		:30		NM	2	\$2,000,00
Week: Start Date End Date Weekdays Spots/Week 10/08/12 10/14/121 1	Rate				7 1 1 1	2	\$2,000.00
Week: 10/15/12 10/14/12 1 1 Week: 10/15/12 10/21/12 0	\$1,000.00						
Week: 10/22/12 10/28/12 0	\$0.00 \$0.00						
Week: 10/29/12 11/04/121 1	\$0.00 \$1.000.00						
39 WISN 10/09/12 10/23/12 DanceResults		······································					
Start Date End Date Weekdays Spots/Week	Tue 7-8p Rate		:30		NM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	<u>Т</u> уре		
1 W/SN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu		\$5,000.00	NM		
See MG 39.3,39.4 3 WISN 10/08/12-10/14/12 DWTS Results				·			
® MG for 40.2,39.1	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-					
	rue 7-op	-Tu	:30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	\$0.00						
Week: 10/22/12 10/28/12 -1 1	\$5,000.00						
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p		:30		A 18 4 :		
Start Date End Date Weekdays Spots/Week	Rate		.30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00						
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	Start/End Time	<u>Weekdays</u>	Length	<u>Rate</u>	Type		
See MG 40.3	Tue 8-9p	-Tu - -	:30	\$ 2,500.00	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tuo 9 00						
⊕ See MG 40.4	Tue 8-9p	-Tu	:30	\$2, 500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu	:30	\$2,500.00	NIK A		
® MG for 40.3 10/02	[-		.50	\$2,500.00	NM		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	Туре		
2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice							
Ct. 4 D. 1	Tue 9-10p		:30		NM	2	\$4,400.00
Week: 10/01/12	<u>Rate</u> \$2,200.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	<u>Length</u>	Data	_ [
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu		<u>Rate</u>	<u>Type</u>		
See MG 41.4	· - · · •p•		.50	\$ 2,200.00	NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th	:30	\$2,200.00	NM		
MG for 41.1 10/02 Week: 10/08/12					. 1111		
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00						
Spot Ch Date Range Description	\$2,200.00						
2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time Tue 9-10p	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
Credited	10e 9-10p	-Tu	:30	\$2 ,200.00	NM		
					1		

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10/18/12 / 10/18/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 9	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 15 33
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/	T		
Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Length Week Rate	TypeSp	ots	Amount
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu:30 \$3,000.00	NM		
Credited Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			ı	Ψ1,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footba Start Date End Date Weekdays Spots/Week	<u>.</u>	:30	NM	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 2 2	<u>Rate</u> \$225.00				* *************************************
46 WISN 10/22/12 10/22/12 General Hospital		20			4
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		14141	-7	Ψ0,400.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00 \$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate				+=1000.00
Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1 4141	7	00.00 c φ
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00 \$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	\$1,000.00
Start Date	Rate			-	+ 1,500.00

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Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not timited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Start Date

Week: 10/29/12

*Line Ch Start Date End Date Description

End Date

11/04/12

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

<u>Weekdays</u>

Spots/Week

1

	Contract / Revision	Alt Order #
	939457 / 9	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

	Adverti	ser				Original D	ate / Revi	sion
	Demod	ratic Se	natorial C	a		10/18/1	2 / 10	/18/12
Start/End T	ime	Days	Length	Spots/ Week	Rate	Туре	Spots	Amount
<u>Rate</u> \$500.00 \$500.00								
3-4p <u>Rate</u> \$500.00			:30			NM	1	\$500.00
4P-5P <u>Rate</u> \$600.00 \$600.00			:30			NM	2	\$1,200.00
5-530pm <u>Rate</u> \$1,000.00 \$1,000.00			:30			NM	4	\$4,000.00

Mode: 41/05/12	11/0-/12	1	, , , , , , , , , , , , , , , , , , ,	\$500.00				
Week: 11/05/12	11/11/12	1	1	\$500.00				
53 WISN 11/06	/12 11/06/ ⁻	12 3-4p		3-4p	:30	NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		1		7-00.00
Week: 11/05/12	11/11/12	-1	1	\$500.00				
54 WISN 10/29	/12 11/05/	12 DR. OZ	***************************************	4P-5P	:30	NM	2	P4 200 00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50	INIVI	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00				
Week: 11/05/12	11/11/12	1	1	\$600.00				
55 WISN 10/15	/12 11/05/	12 News M-F		5-530pm	:30	NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				
Week: 10/15/12	10/21/12	1	1	\$1,000.00		1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				
Week: 10/29/12	11/04/12	1	1	\$1,000.00		l		
Week: 11/05/12	11/11/12	1	1	\$1,000.00				
56 WISN 10/15	/12 11/05/	12 News M-F	. 5a	5-6A	:30	NING		P4 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50	NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	<u> </u>	\$350.00				
Week: 10/22/12	10/28/12	1	4	\$350.00				
Week: 10/29/12	11/04/12	1	1					
			1	\$350.00				
Week: 11/05/12	11/11/12	1	1	\$350.00				
57 WISN 10/08	/12 11/05/1	12 News M-F	⁵ 6p	6-630pm	:30	NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			•	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00				
Week: 10/15/12	10/21/12	1	1	\$1,200.00				
Week: 10/22/12	10/28/12	1	1	\$1,200.00				
Week: 10/29/12	11/04/12	1	1	\$1,200.00				
Week: 11/05/12	11/11/12	1	1	\$1,200.00				
	····	10 11						
58 WISN 10/15/		· - · · · · · · · · · · · · · · · · · ·		6-7A	:30	NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate				
	10/21/12	-	1	\$1,000.00		1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				
Week: 10/29/12	11/04/12	1	1	\$1,000.00				
Week: 11/05/12	11/11/12	1	1	\$1,000.00				
59 WISN 11/06	/12 11/06/	12 News M-F	6a	6-7A	:30	NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.00	14141	ı	φ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				
60 WISN 10/22	/12 11/05/	12 Entertainn	and Taninhi					
Start Date				630p-7pm	:30	NM	3	\$2,550.00
Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	Rate				
		_	1	\$850.00				
Week: 10/29/12	11/04/12	1	1	\$850.00				
Week: 11/05/12	11/11/12	1	1	\$850.00				
61 WISN 10/08/	/12 11/05/	12 Good Mor	ning America	7-9a	:30	NM	5	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	,	. 4141	•	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00		I		
Week: 10/15/12	10/21/12	1	1	\$1,000.00				
Week: 10/22/12	10/28/12	1	1	\$1,000.00		i		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				
TTGGR. TOIZOITZ	11107112	_	I	φ1,000.00		1		

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Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1**5**33

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,000.00	•			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00				, ,
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate				**,000.00
Week: 10/13/12 10/28/12 1 1	\$450.00 \$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	,	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630 - 7p, 6-630p	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,500.00				
66 WISN 10/04/12 10/04/12 LastResort					
Start Date End Date Weekdays Spots/Week	Thu 7-8p Rate	:30	NM	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	,	Φ35U.UU
Week: 10/01/12 10/07/12TF 1	\$350.00				
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125- 1	<u>Rate</u> \$250.00				
69 WISN 10/07/12 10/07/12 Su 458-6a					
Start Date End Date Weekdays Spots/Week	458-6AM Rate	:30	NM	1	\$200.00
Week: 10/01/12 10/07/12\$ 1	\$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1.4101		\$600.00
Week: 10/01/12 10/07/12TF 2	\$400.00				
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 TF 1	Rate				
	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week	INSIDE HUD 1035 Rate	30	MM	1	\$250.00
Week: 10/01/12 10/07/125- 1	\$250.00				
		Total	1-	0.54	2024 222 22

Totals 351 \$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	251	\$232,100.00	\$197,285.00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	351	\$321,300.00	\$273,105,00		

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	Contract / Rev 939457	vision / 9	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533
Advertiser Democratic Senatoria	l Ca		<u>linal Date / Revision</u> 0/18/12 / 10/18/12

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